April 1996

TearSheet

SOLD

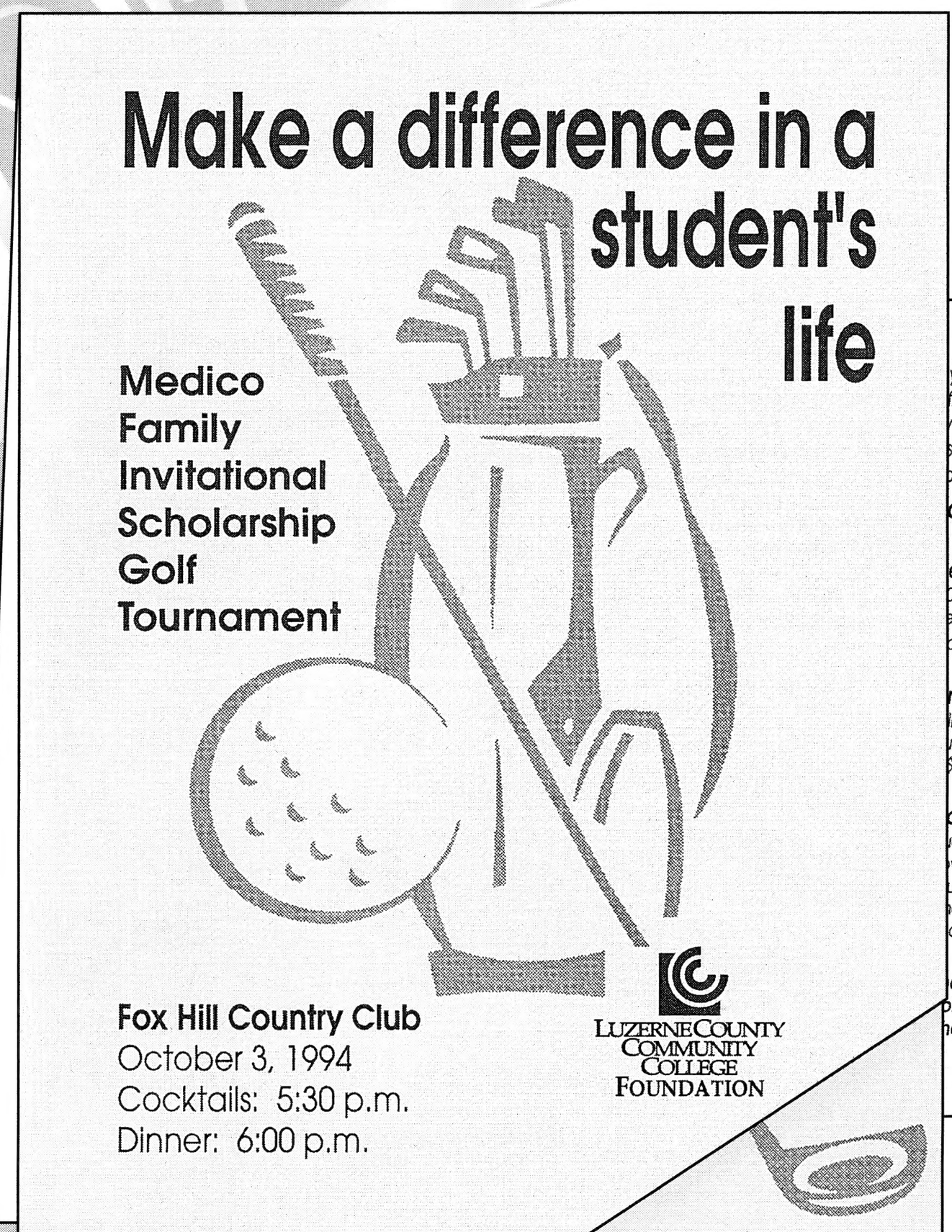
SOLD

SOLD

Case Histories

Patricia A. Walsh
Assistant/Publications
Luzerne County Community College
1333 Prospect St.
Nanticoke, PA 18634

The designer started with a golf graphic from June 94 *PMS*, p. 12, to create this budget-conscious invitation. She removed the bottom section of the golf club and replaced it with the school's logo; a diagonal cut on the cover reveals the missing section of the club on the inside of the invitation. The golf club was isolated from the original image and used to accent text inside the invitation. Printed in dark green on textured gray card stock.

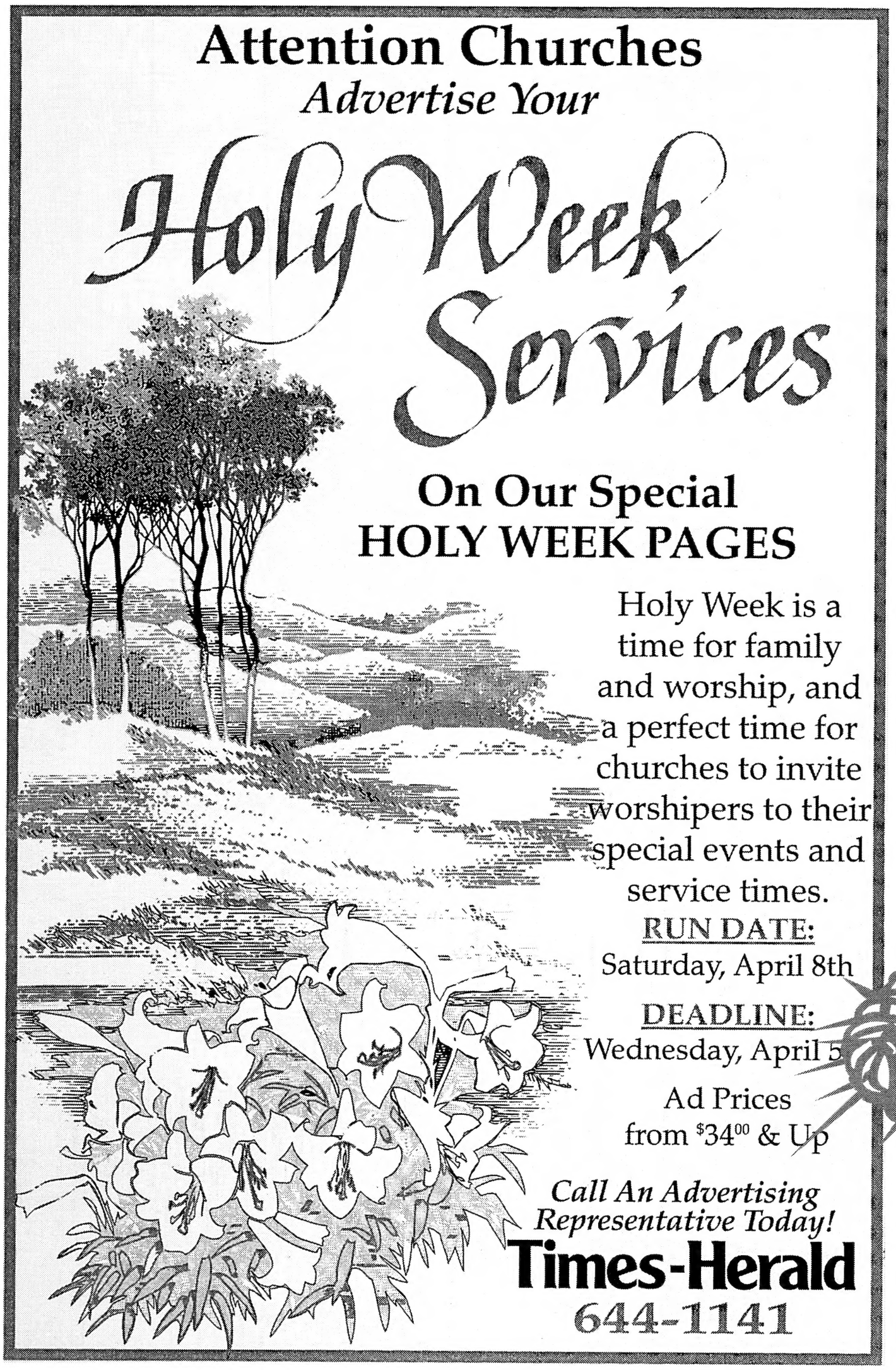


Case Histories

Heather Tablit

Ad Creator
Vallejo Times-Herald
440 Curtola Parkway
Vallejo, CA 94590

Touches of bright green accent the Easter landscape from April 95 *PMS*, p. 12, on this newspaper ad. The art was converted to EPS format in Adobe Streamline®, then spot color was added in Adobe Illustrator®. Printed in green and black.

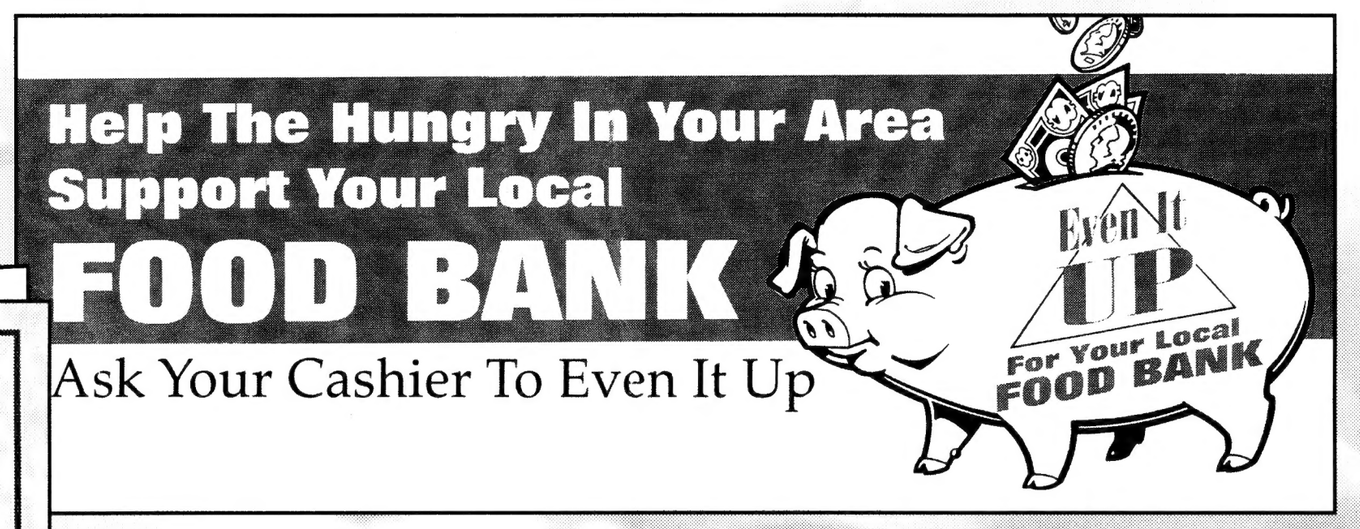


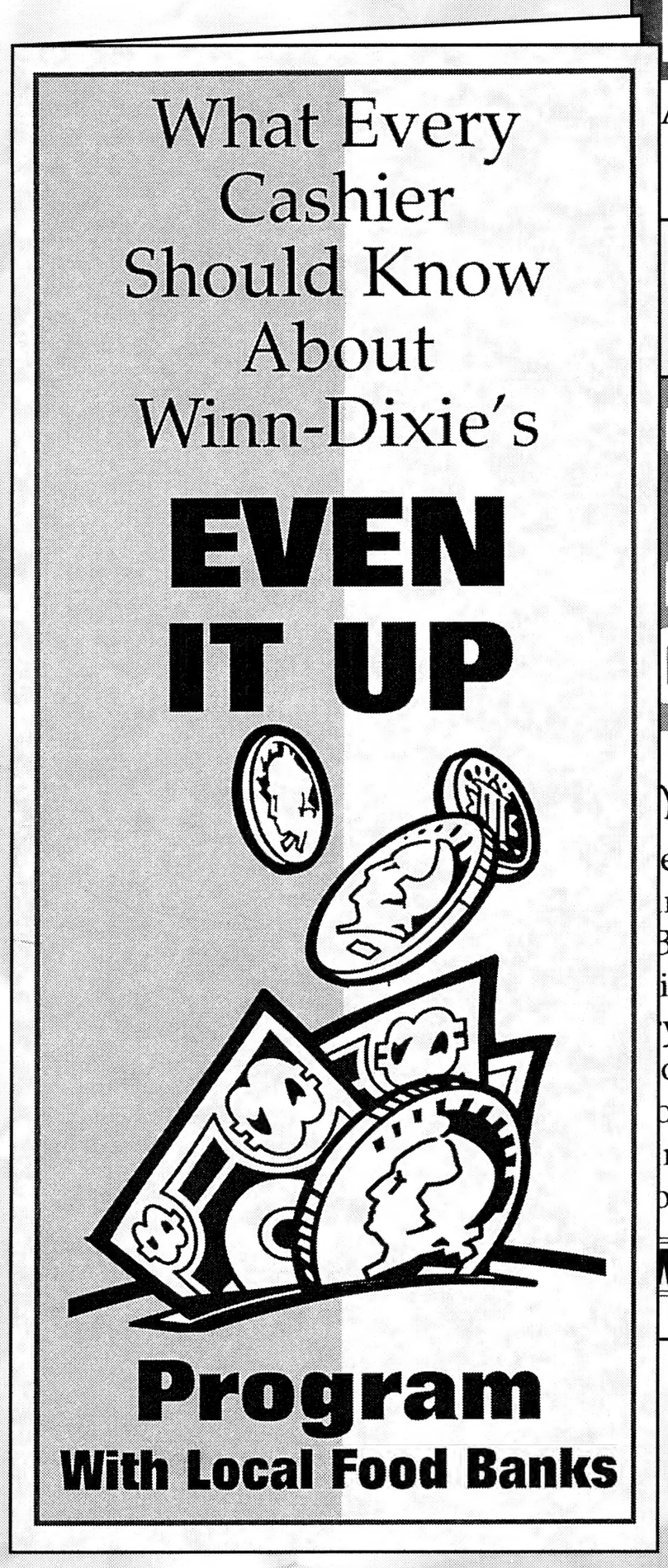
Case Histories

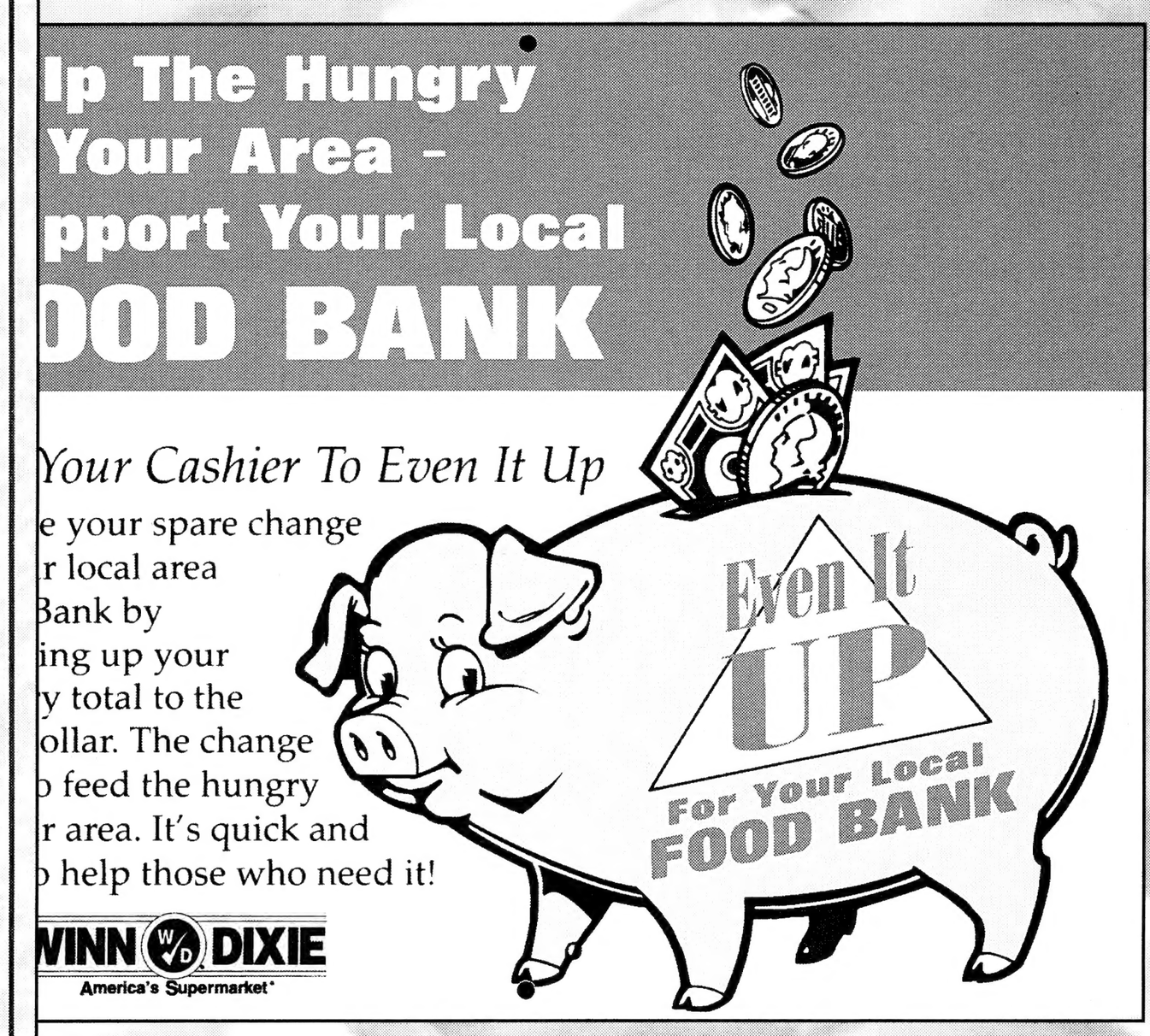
Rachel Ward Prosser

Advertising Manager
Winn-Dixie, Montgomery
1550 Jackson Ferry Road
Montgomery, AL 36104

"This particular campaign was an effort to revamp an old program. We had to grab customers' attention in the stores and get them to act...," said Prosser. A February 95 *PMS*, p. 4, piggy bank was customized (elements were removed and more money was added) to create the new logo for the campaign. The design, printed in eye-catching pink, purple, and black, was used on brochures, shelf signs, register toppers, and door signs.



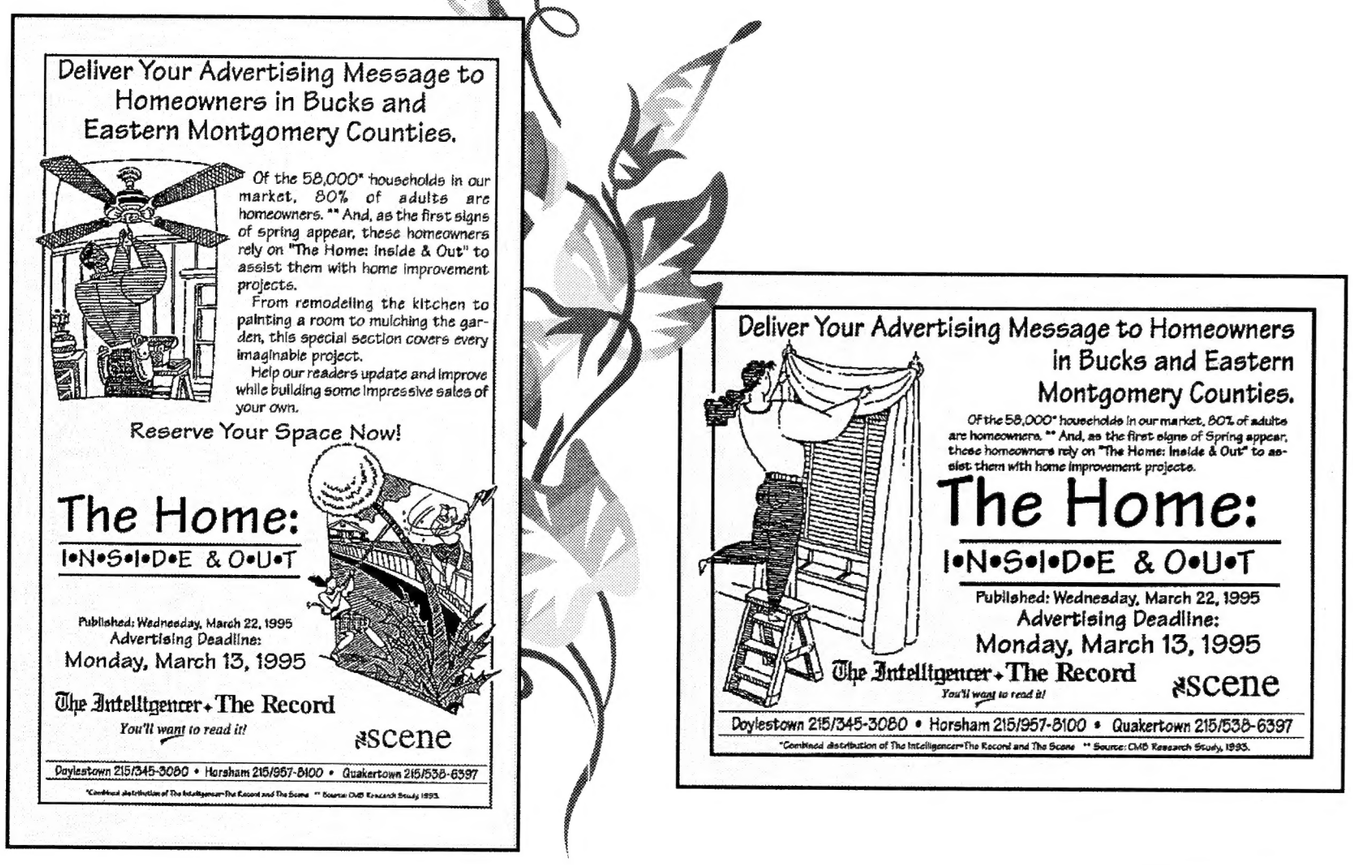




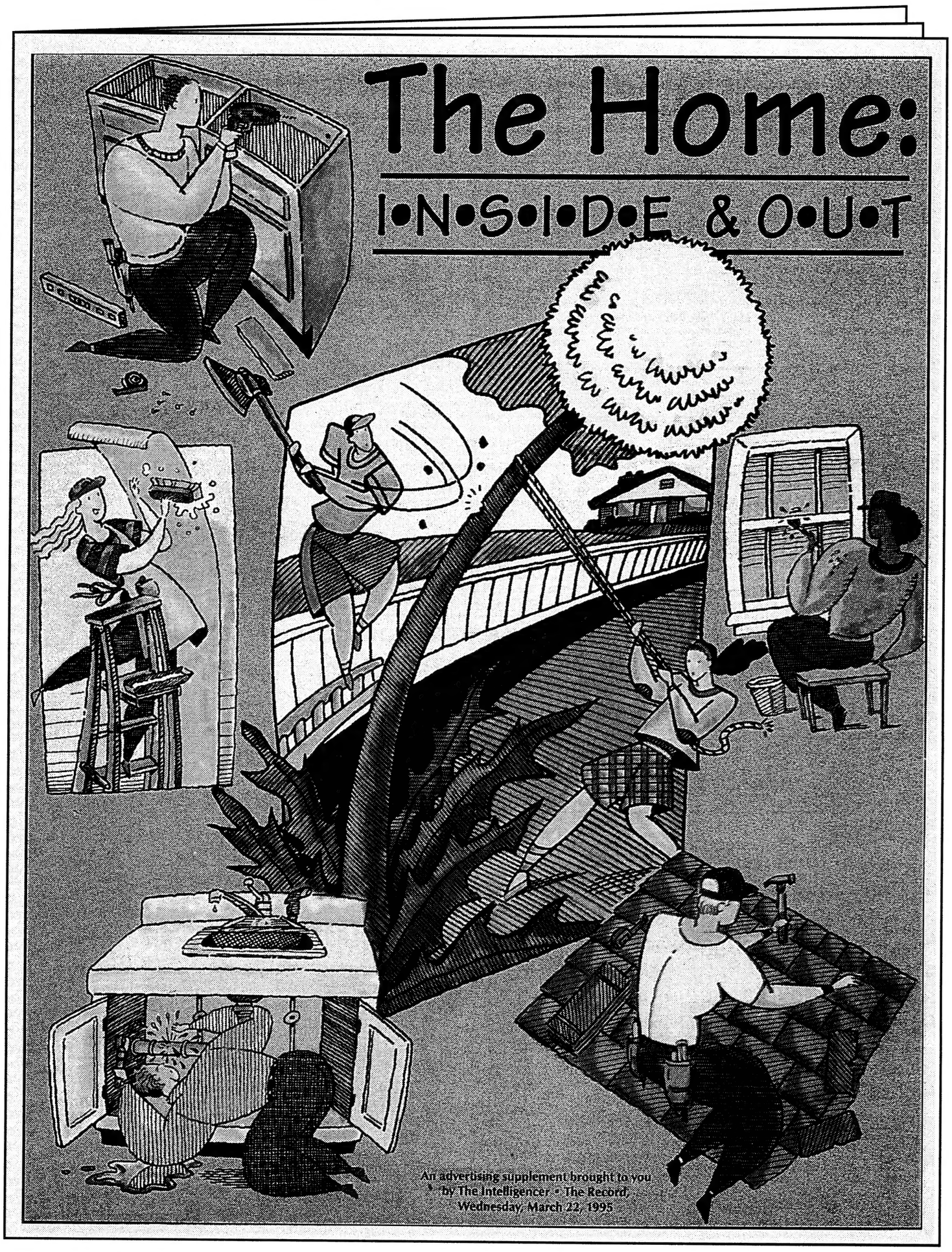
Case Histories

Susan M. Waters

Art Department Coordinator
The Intelligencer-The Record
333 N. Broad St.
Doylestown, PA 18901



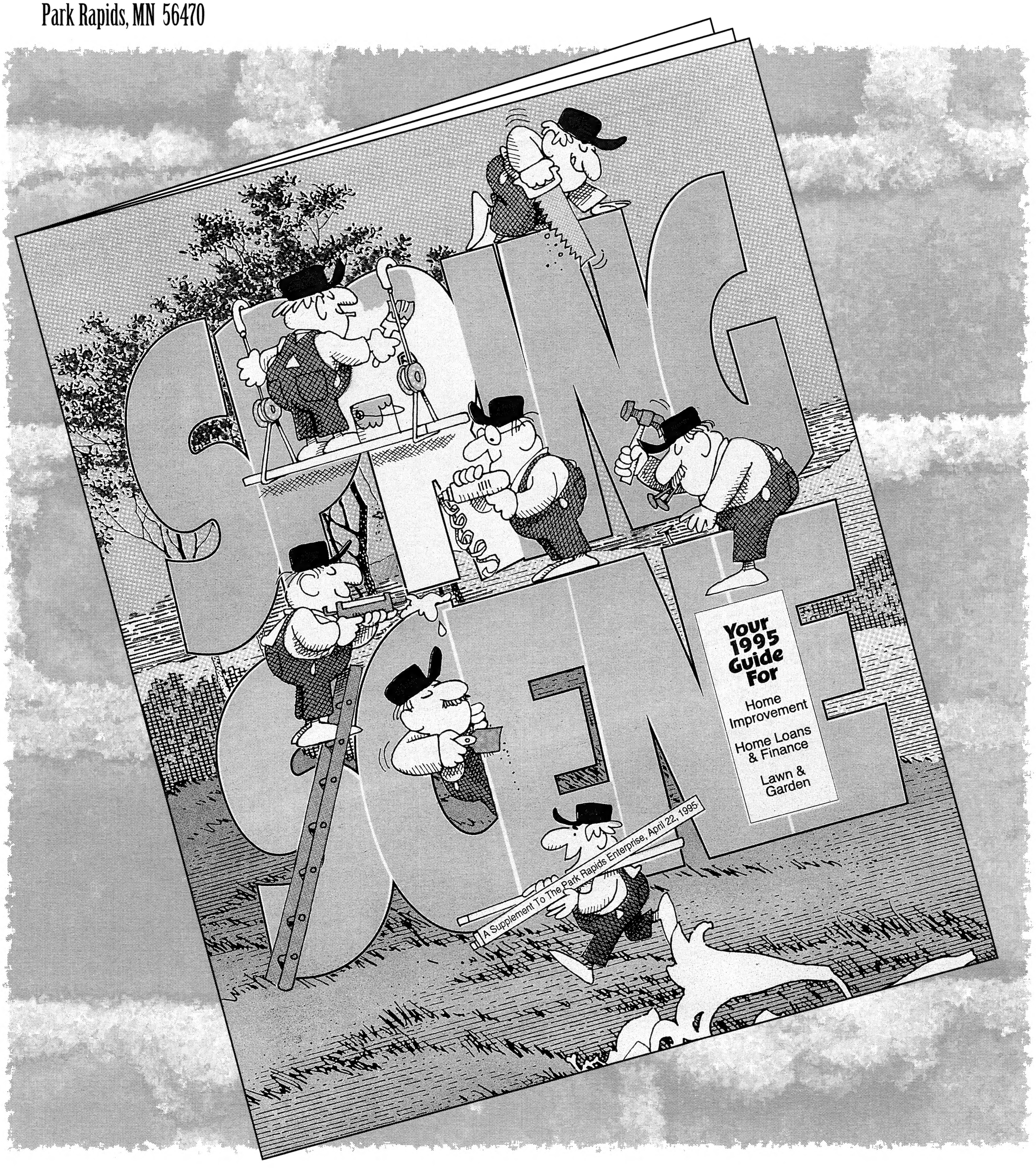
Whimsical workers from two issues of *PMS* were combined to add a fun look to this full-color home improvement supplement. The dandelion art is from May 94, p. 2, and the rest of the workers are from March 94, p. 8. Several of the images were also used on flyers and postcards mailed to prospective advertisers.

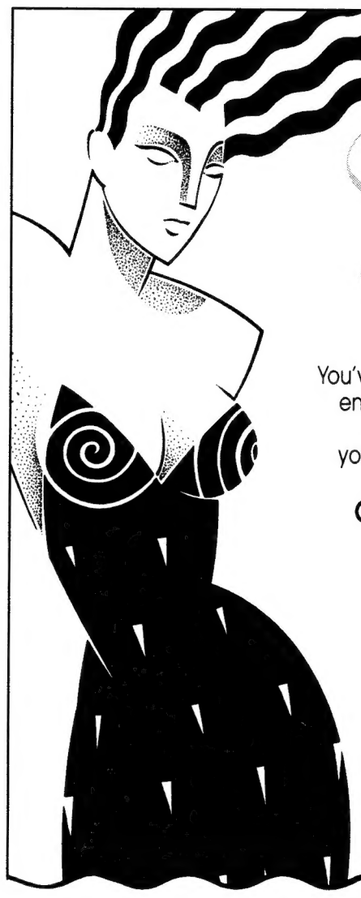


Russell Zinke

Layout Artist
Park Rapids Enterprise
402 Pleasant Ave.
Park Rapids, MN 56470

Workmen, lifted from a February 92 *PMS* ad frame, p. 19, were used to accent the headline on this colorful tab cover. The background landscape, from April 95 *PMS*, p. 12, was enlarged and cropped. Printed in bright blue, golden-yellow, and green.





Feel
as good as you
Look

Reward Yourself

You've spent lots of time and energy getting into shape. Now it's time to reward yourself for that hard work!

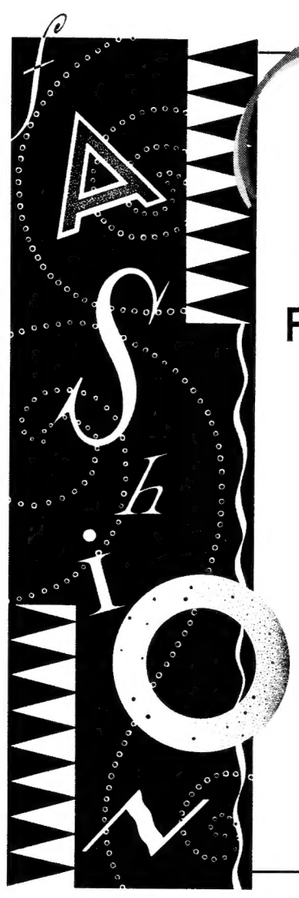
Check into complete spa packages, starting at only

$55

NEW WORLD
·S·P·A·

555 W. JEFFERSON
555-7000

1



Fashion Finds

FRIDAY ONLY!

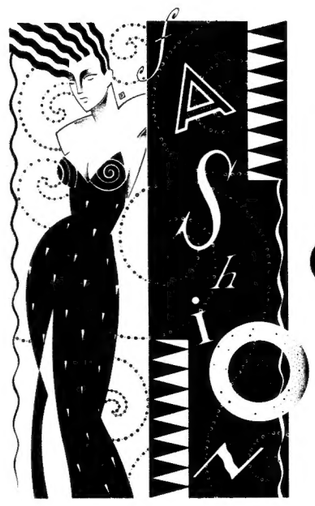
SALE

Save an additional 10% on our incredibly low discount prices!

If you love to look stylish, but hate to pay high-fashion prices, then look no further. This Friday from 9 a.m. to 9 p.m., save on any regular-priced or sale-priced item currently in stock. Quantities are limited, so be sure to shop early for the best selection.

the Basement
Upper Level, Valley Mall

2



Above: Art from Apr. 94 *Print Media Service*, p. 2

1. **Far left: Spa Ad**
   Stylized woman lifted from original art, then cropped.
2. **Left: Fashion Sale Ad**
   Funky "Fashion" lettering with graphically embellished background strip lifted from original art.
3. **Top right: Café Ad**
   Section of "Fashion" lettering cropped to focus on "O," rotated, and enlarged.

WAKE UP and
the Coffee
Open Every Day at 5:30 a.m.

3

845 W. Central
Café PERK

Leading
The Way In
• Service • Selection
• Savings
The best place for party goods!

Crepe Streamers $1.55
Birthday Balloons $2.95
Party Decorations $3.95

the Party Palace
642 W. Main • M–S 9–8

4

the Idea File

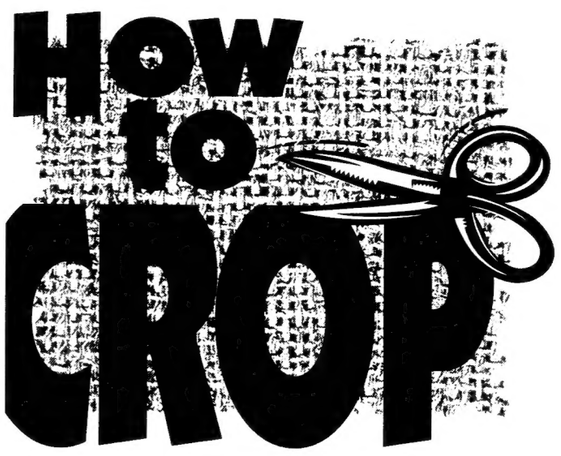
Cropping One Piece Of *Print Media Service* Art Yields Three Designs!

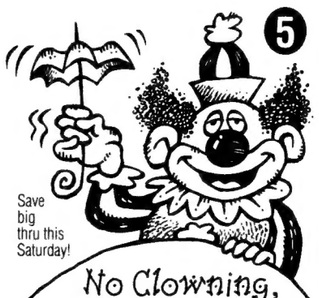
Get the most out of every piece of *Print Media Service* art. With some creative cropping, you'll find that you can get many different looks from a single illustration. On this page, you will find the original *Print Media Service* art featured next to three ad layouts using various crops of that art. Use these examples, and the others you'll find in every *Print Media Service* issue, to spur your own creative cropping!

April 1996

Each month, we will explore a different creative exercise, designed to take you beyond the obvious and help stretch your imagination. The raw materials for this feature are anything ever published in *Print Media Service*, all of which – as a subscriber – you have access to through *Art on Demand*.

Questions or suggestions regarding this feature? Phone us at 309.688.8800 ext. 239, or FAX us at 309.688.8828.





Save big thru this Saturday!

5

No Clowning, No Kidding... Just Savings!

Check out these terrific values on over-the-counter remedies and health and beauty aids

12 oz. bag Silencio **Cough Drops** $1.85
14 oz. FreshUp **Mouthwash** $2.75
100 ct. PainAway **Aspirin** $3.55
Flutter Waterproof **Mascara** $3.95
12 oz. BeautyGlow **Shampoo** $2.55

Look for special money-saving coupons in every aisle!

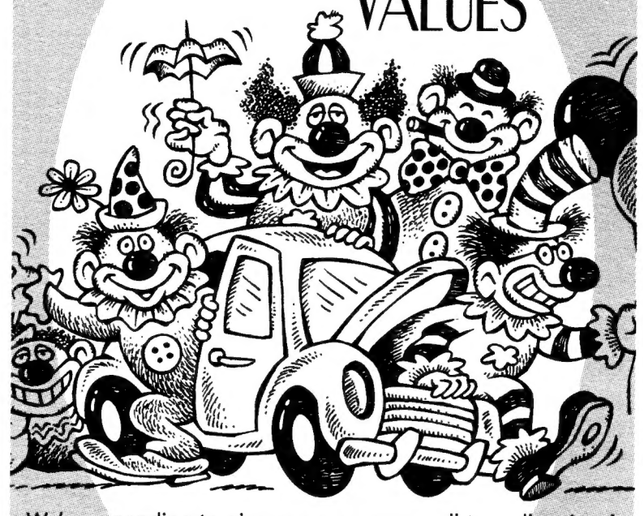
VANELLI DRUG
1124 S. Hampston • 555-9087

Above: Art from July 94 *Print Media Service*, p. 8

4. **Above: Party Supply Ad**
   Clown with lollipop lifted from original art, Zapf Dingbat diamonds used for border.
5. **Left: Drug Store Ad**
   Clown with umbrella lifted from original art, positioned at top of arched border so fingers curl over border.
6. **Below: Discount Mall Ad**
   Original art cropped to focus on clowns and car in center of art.

6

JAM-PACKED *with* VALUES



We're expanding to give you even *more* wall-to-wall savings!

RIDGE VALLEY DISCOUNT MALL
1000 MALL DRIVE

Left: Art from Apr. 94 *Print Media Service*, p. 4

7. **Right: Craft Store Ad**
   Art cropped into a rectangle around bouquet. Art repeated, cropped close, trimmed around roses.
8. **Center right: Hair Salon Ad**
   Art flopped, rotated slightly, cropped around woman's face, bouquet deleted, and white areas reamaining filled with black.
9. **Far right: Travel Agency Ad**
   Bouquet lifted from original art, rotated slightly, then trimmed around bouquet. "In Full Bloom" lettering from Feb. 91 *Print Media Service*, p. 20.

Idea File Logo features flowers from Apr. 94 *Print Media Service*, p. 4.

"How To Crop" standing head features burlap texture from Oct. 90 *Clipper*, p. 21, and scissors from Jan. 94 *Clipper*, p. 1.

7

Spring Savings

It's time to wake your home from the winter doldrums! Give your decor a whole new look with terrific accessories that are lovingly handcrafted.

Cute Country **Rope Dolls** $9.85
Sweet Dreams **Calico Angels** $12.85
Hand-Painted **Lamp Shades** $15.85
Everlasting Dried **Floral Wreaths** $21.85
Everlasting Dried **Floral Sprays** $23.85

Village Craft Emporium
234 Maple • M–S 10–7

8

9

In Full Bloom

There's never been a better time to see the beauty of the countryside!

Many affordable weekend getaway packages are now available!

Newton Lake $185
Dixon Springs $205
Galesville $155
Lake Fairway $175

Getaway Travel
Ph. 555-9000

HEADLINE FEB. 91 PRINT MEDIA SERVICE, P. 20

Left: Art from Oct. 94 *Print Media Service*, p. 10

10. **Far bottom left: 1st in Bank Ad Series**
    Little girl with change jar lifted from original art.
11. **Below left: 2nd in Bank Ad Series**
    Little boy with piggy bank lifted from original art.
12. **Below: 3rd in Bank Ad Series**
    Woman with checkbook lifted from original art, cropped at waist.

Inside Info:

Cover Story

The three-dimensional type effect on this month's *Print Media Service* cover was generated in Adobe Illustrator™ using KPT Vector Effects™ 3D Transform filter. The designer set the type in Arquitectura, converted to outlines, filled with color, then applied the filter. She added color to the EPS image of the man in Illustrator, added a shadow, then repositioned some elements of the art. For the transparent "spray" coming out of the bottle, the designer filled a shape with a gradient in Adobe Photoshop™, choosing Dissolve from the Gradient Tool Options palette pull-down menu.

Trade Shows

This month Dynamic Graphics representatives will be at: **Conceppts,** Orlando, FL, Apr. 18–20; **International Sign Expo,** Orlando, FL, Apr. 24–27; **Tech Graphics,** Seattle, WA, Apr. 25–27.

10

It all adds up...

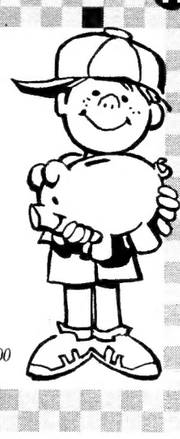
Absolutely free checking can add up to lots of extra coins in your change jar! *Absolutely free* means *no* minimum balance, *no* per-check charge, *free* telephone transactions with Phone Teller, and convenient access to your checking account at any of 10 local ATM machines with your NEN BankCard. It's the best!

456 S. Walnut St. 555-2400
NORTHEAST NATIONAL Community Bank

11

Easy savings...

Direct Deposit makes saving money as easy as pie. It automatically deposits your government check, company pension check, or company pay check into your checking or savings account. No waiting, no worrying, no hassle, no wondering if your check made it through the mail! What could be simpler? Stop by today to sign up for Direct Deposit.



NORTHEAST NATIONAL Community Bank
456 S. Walnut St. • 555-2400

12

Money in your pocket...

Need some cash fast? Then you need a NEN BankCard! It gives you quick access to your accounts so you can make deposits, withdraw funds, transfer funds from one account to another, and get account balances at any of 10 area ATM locations. Come get one today!

NORTHEAST NATIONAL Community Bank
456 S. Walnut St. • 555-2400

Desktop Design

Want to get right to the point? Just use the right lettering!

A picture may be worth a thousand words, but sometimes a few words are all you need! Take a look at the pieces presented on these two pages — they all feature *EPMS* lettering as the dominant design element.

In some cases, as on the ad shown at left, the *EPMS* decorative lettering is composed of both art and type. The designer simply added a glow in Photoshop (see details below) repeated the star from the art, then added type and a logo to complete the layout.

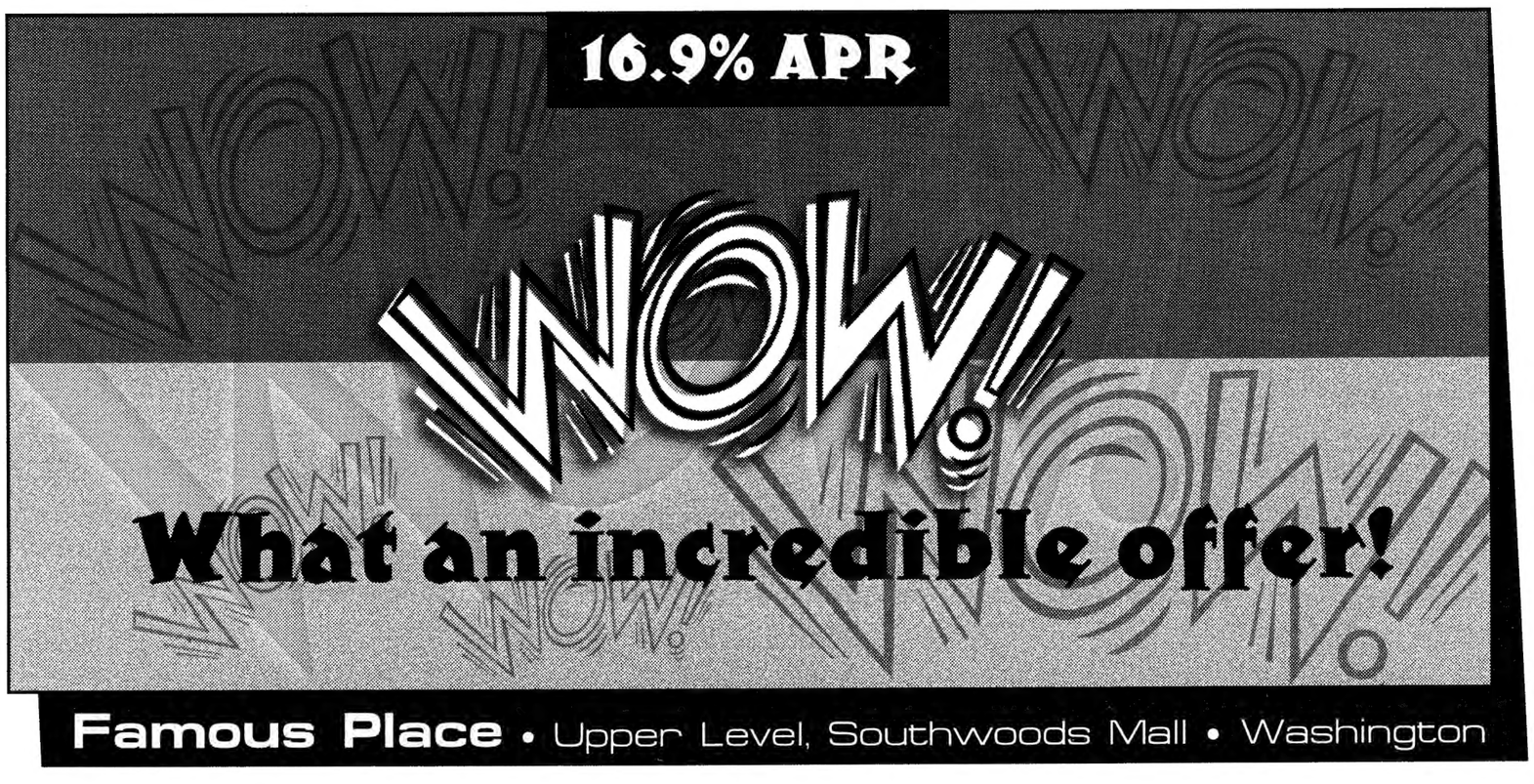
On some of the pieces, such as the credit offer below and the table tent on the opposite page, the lettering stands alone. The designer repositioned elements and added finishing touches (such as shadows, textures, and bold borders) to make both designs stand out.

Two of the ads on the opposite page combine *EPMS* lettering with *EPMS* art. The screened alarm clock mortice accenting the 12 Hour Sale lettering subtly underscores the message of the ad. The designer added running legs to the Sidewalk Sale lettering for the same reason.

Looking for the right lettering for your next ad? Just check your index! Red Tag Sale art: 67F0496.TIF; "Wow" mortice: 046F0496.TIF; "Sidewalk Sale": 049F0496.TIF; legs: 082F0496; alarm clock mortice: 047F0496.EPS; "12 Hour Sale": 051F0496.EPS; "To Your Health!": 109F0496.EPS

The designer added a glow to the tag and lettering on the ad at left in Photoshop. She used the pen tool (from the paths palette) to draw around the tag and letters, saved the selections, and copied the elements to the clipboard. With the selections still active, she feathered and filled with white. She pasted the original art from the clipboard and positioned it on top of the feathered areas.

The designer used sections from the "WOW" mortice, shown above, to create the background for the credit card offer, right. She added a shadow in Photoshop to make the center "WOW" pop out of the background.



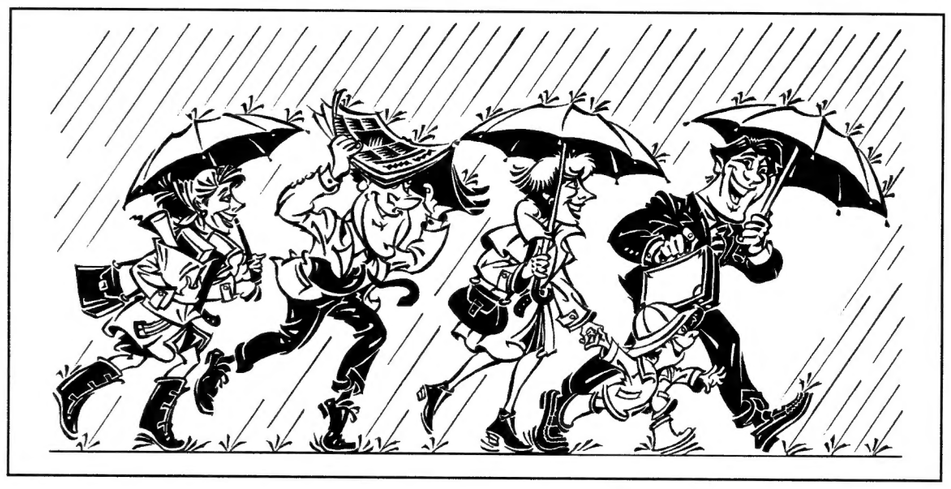
The ad below was easy to create, yet it's very effective. The alarm clock mortice was scaled and screened in a draw program, then lettering was added. Black bars were added to anchor the layout.

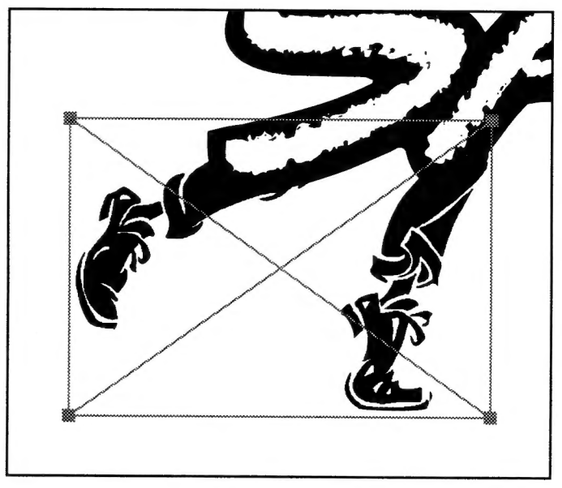
BERGAN SAX'S
SEMI-ANNUAL

12 HOUR SALE

SATURDAY
APRIL 20
9AM-9PM

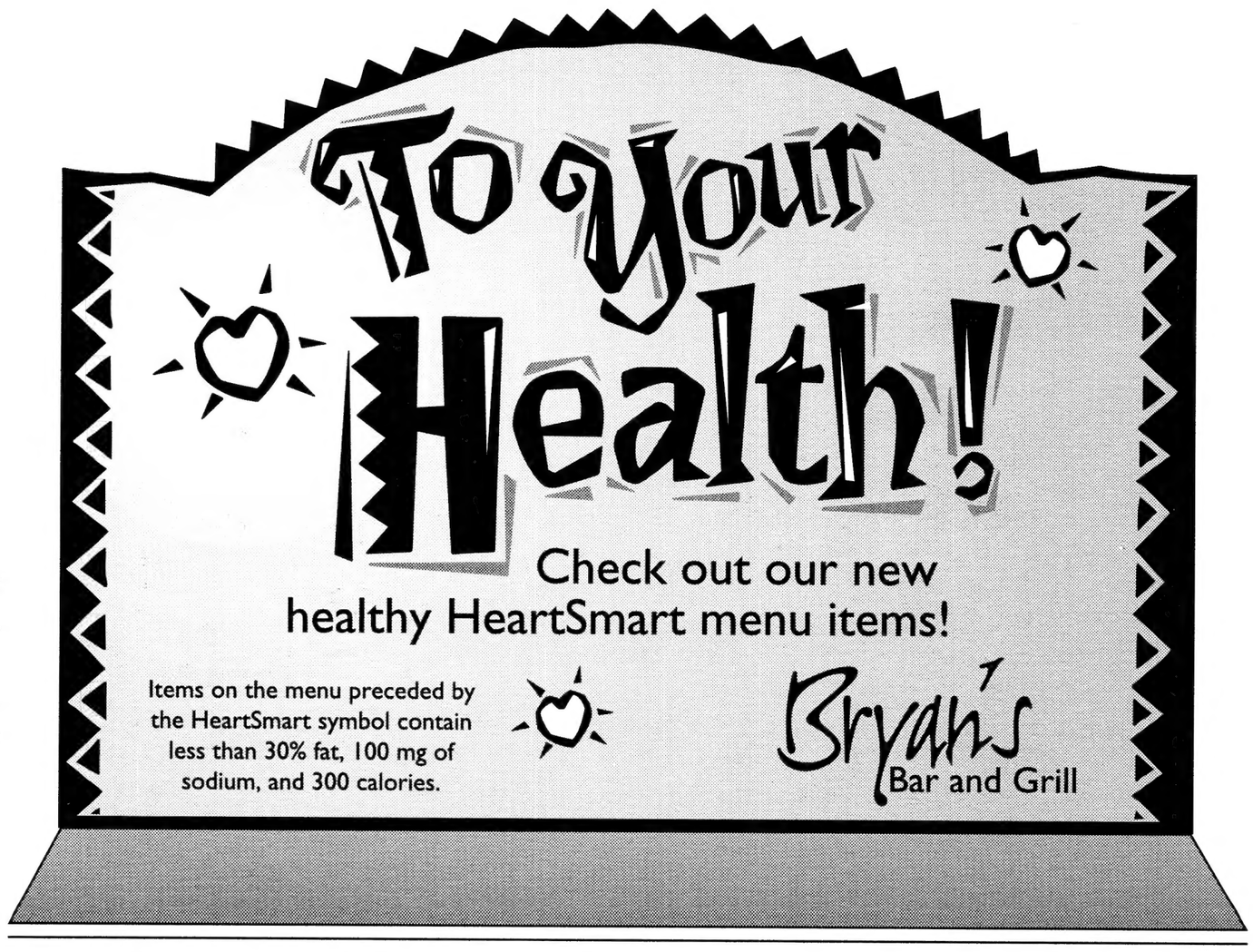
Bergan Sax
Prairie View Mall





The designer picked up the running legs from the art shown above (082F0496) to embellish the Sidewalk Sale lettering on the ad far above. She cropped in on the pair of legs she wanted in Photoshop, erased the rain, and saved the file as EPS. Then she placed the legs in Illustrator, positioned them so they were coming off the letters "S" and "A", as shown left, and sent them to the back.

Elements from the original lettering provided everything the designer needed for the table tent at right. She used the triangles from the lettering to create the border, rearranged and rotated type, and repeated the heart element.



You'll really clean up: With special Spring sales events!

Spring has traditionally been a time for clearance or "Spring Cleaning" sales, as seen on our ad at right. But don't think that's the only thing you can do in April to bring customers in. Also happening this month: April Fool's Day, Secretaries' Day, tax time, car care time, summer fashions arrive, Earth Day, Easter, and Passover.

EPMS provides you with a variety of art and lettering designed to help with your seasonal promotions. (See the examples provided below.)

Planning ahead? In May: May Day, Mother's Day, Memorial Day, National Barbecue Month, National Hamburger Month, Derby Days. In June: National Rose Month, National Strawberry Month, Flag Day, Father's Day, plus graduations, and weddings.

Cleaning man: 081F0496.EPS

110F0496.EPS

108F0496.EPS

083F0496.EPS
(April Fool's Day)

053F0496.EPS

TYPE TALK

Using Bullets Effectively

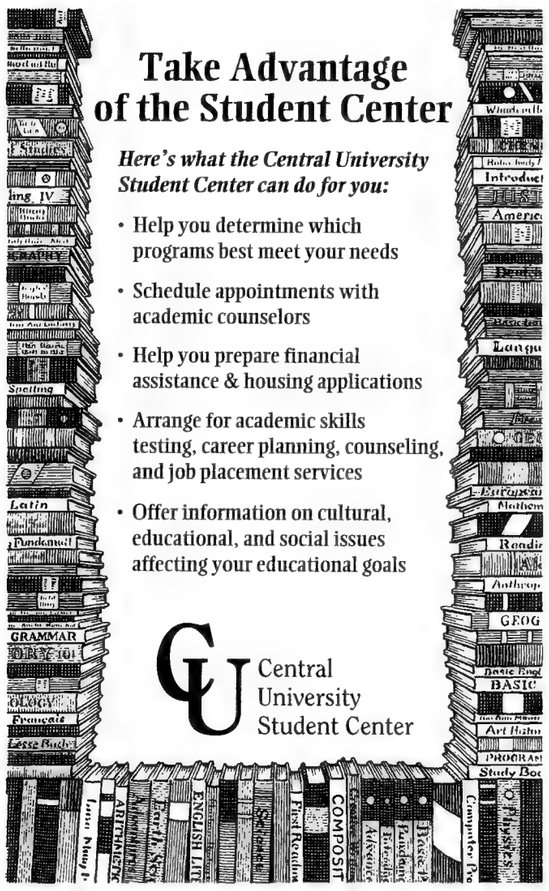
Ever looked at an article or a large ad, been interested in the content, but didn't have time to read all the text? Readers are often put off by large blocks of solid type. If you've got a message you want to get across, it's up to you to break things up and make them more manageable for readers.

It's easy to separate text in newspaper ads. Select the item you want and set it in boldface or italic to make it stand out. If the item needs a description, set it smaller and in a regular face. Dealing with a large amount of text for a flyer or brochure can be just as easy. Adding white space or art between items or paragraphs will break up text, but may cause the reader to lose interest. Adding bullets to your layout is a great way to corral your type into more manageable sections. A bullet can be a small black circle (type option-8 on the Mac; PC users check your software manual for a character map), a dingbat, or even art. See examples below and below left.

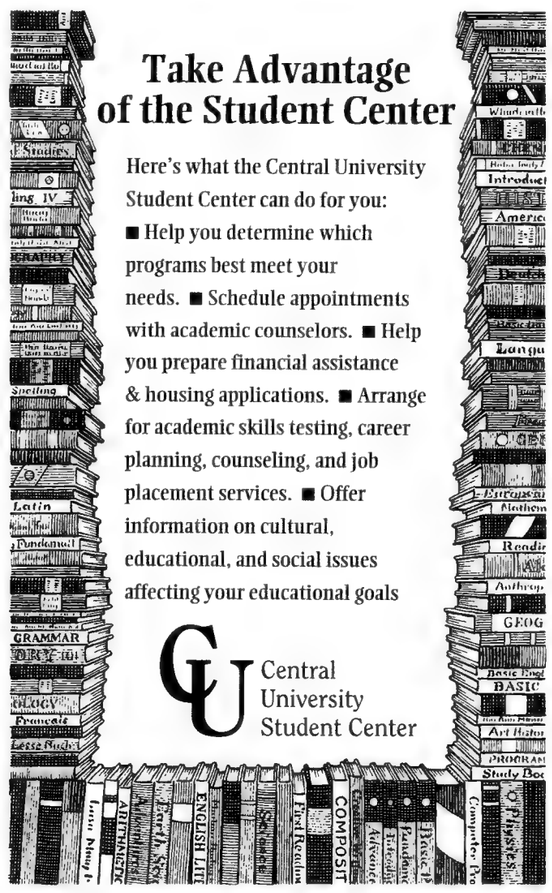
Bullets can be positioned within a paragraph of solid text to provide a visual stopping point and separate elements, but use caution. Add leading and add space around bullets so that type doesn't interfere. See example below right.

If you're going to use bullets, use them wisely.

- **Place items in order of importance.**
- **Hang the bullets outside the text for a cleaner look.**
- **Keep bulleted items short (three lines maximum).**
- **Make the bullet a little larger than text size if possible.**
- **If you're using a dingbat or piece of art as a bullet, make sure the image actually has something to do with the content of your piece.**
- **Dark, solid bullets are more effective than empty boxes or circles (❑ or ❍) or screened art.**



Example of hanging bullets



Example of bullets within a paragraph

Welcome to Electronic Print Media Service! Here's how to get the most out of your art.

Numbering Conventions

Each image is identified by a number: for example, 001A0196.TIF.

• 001A0196.TIF: The first 3 digits identify the number of each image on your CD.

• 001A0196.TIF: The letter shows image type:

A: small-space ad: 1- or 2-column (2 1/16" or 4 1/4") layout including art, border and headline.

F: freestanding art: an illustration or heading. Freestanding art varies in size.

S: small TIFF ready-to-go ad at 2 columns (4 1/4") wide.

L: large TIFF ready-to-go ad at 4 columns (8 5/8") wide.

G: EPS ready-to-go ad at 3 columns (6 7/16") wide.

P: grayscale photograph.

H: high-resolution photograph.

C: color image. TIFF color images are provided in two sizes (8" high and 13" high) and may be modified in a paint or photo retouch program; EPS images are 8" high and may be modified in a draw program.
PC users: Color images are provided in RGB mode.
Macintosh users: Color images are provided in CMYK mode in two formats: TIFF and EPS Desktop Color Separations. When you place the separations in a page layout program, you will see five files included in one folder (a linking file and 4 color plates). Place the first file; it links to the color plates when you print. You need all five files to print the image .

D: duotone in two sizes, 8" high and 13" high. A grayscale version 6" high is also provided with a letter P.

T: tab cover. EPS tab covers are 8" high; TIFF tab covers are 8" high and 13" high.

• 001A0196.TIF: These digits identify the month and year of the issue.

• 001A0196.TIF: These letters indicate the file type: TIFF or EPS.

EPS (Encapsulated PostScript®) art is resolution independent: Resolution is determined by your PostScript output device. Reducing or enlarging an EPS image does not affect quality.

TIFF (Tagged Image File Format) art is bitmapped, and resolution affects quality. Grayscale and color TIFFs are provided at 170 dpi. Black and white TIFFs require higher resolution for quality reproduction, so they are provided at 300 dpi. Enlarging a TIFF image lowers its resolution; reducing it increases its resolution.

LOGO'S SYMBOL NOV. 94 CLIPPER BURST OCT. 95 CLIPPER

Wait 'Til You See What We've Cooked Up!

Wavelengths Microwaves
$89.95
Reg. $139.95

Regis Refrigerators
$798.95
Reg. $949.95

Speed-E Washer-Dryers
$939.95
Reg. $1039.95

Hofer Chest Freezer
$239.95
Reg. $449.95

Wash King Dishwashers
$489.95
Reg. $649.95

Icycle Humidifiers
$69.95
Reg. $89.95

Ritter Appliances
7800 Theodore Ave. • 555-2952
Hrs: Mon.–Sat. 9–9, Sun. 11–6

"FIESTA DAYS" MAY 94 PRINT MEDIA SERVICE LOGO SYMBOL JULY 94 CLIPPER

FIESTA DAYS

Quantities are limited, so be sure to shop early for the best selection

Incredible savings this Thursday, Friday, Saturday, and Sunday

HOT SAVINGS!

40% off
All Men's Long-Sleeved Dress Shirts

30% off
All Women's Spring Dresses:

- Pinkie Chardonnay
- Tonda Cabaret
- Alanis Contada
- Soft Sensations
- Jackie Ellis

His-n-Hers
400 N. Bond Avenue • M–S 10–9

To order any piece of art from previous issues of *Print Media Service* or *Clipper*, call *Art On Demand* at 1-800-227-7048.

UMBRELLA SYMBOL AUG. 95 CLIPPER LIGHTNING TEXTURE OCT. 91 CLIPPER

Come Rain Or Shine...
You're Protected!

Security. That's the feeling you get from knowing that you've got the right insurance coverage to suit your needs. That's the feeling you get when you work with our agents.

Not sure whether your insurance coverage is up-to-date? No problem! Just stop in and ask for one of our no-cost, no-obligation insurance reviews. It's fast and easy.

Independence Insurance
599 State Street • 555-3400

HEADLINE OCT 93 PRINT MEDIA SERVICE SWAN JULY 95 CLIPPER

Savings that SIZZLE!

Better backyard barbecues begin with bountiful bargains like these

8 oz. can Pini **Lighter Fluid**	$1.85
Refillable Butane **Grill Lighter**	$4.45
Arco Ceramic **Briquettes**	$8.65
Folding Webbed **Lawn Chair**	$7.55
Metal Grill **Scrub Brush**	$3.75
20 ft. Reinforced **Garden Hose**	$3.95
Set of 8 Magnetic **Screwdrivers**	$8.85
5 lb. bag BlueGlass **Grass Seed**	$5.45

Sizzlette Gas Grill
$29

Hurry! This sale ends Saturday.

Swanson Home Center
845 Oak Street • 555-9998
Open daily 9 a.m. to 8 p.m.

SATELLITE SYMBOL MAR 95 CLIPPER

An Appetizing Offer

Rent one video for
$2.95
get a second rental
Free!

Choose from a wide selection of the latest hits, movie classics, video games, and children's videos.

Offer expires April 30, 1996

Satellite Video Rental
566 W. Jersey Blvd. • M–S 9–9 • 555-3456

PLANE SYMBOL OCT. 95 CLIPPER BURST OCT. 95 PRINT MEDIA SERVICE

Late-Night Shopper Specials

Italo's Pizza
$4.95

2 liter bottle **Fizzy Soda**	$1.00
Any Deluxe Brand **Cigarettes**	$1.85
Frodo frozen **Burrito**	$2.25
1 gal. Dairy Dream **2% Milk**	$1.95

FLY-BY 24-Hour Mart
332 East North Street • 555-FAST

BORDER AUG. 93 CLIPPER
BORDER AUG. 93 CLIPPER

Take Your Pick

Save Up To 50% On Selected Athletic Shoes for Men and Women

- Track Buddies
- SpeedCycle
- Sports Pal
- Mercurial
- Fleet Foot

Hurry! This sale ends Saturday.

Whispersoft
Shoe Outlet
345 W. Sally Pkwy.
555-SHOE

BURST OCT 95 PRINT MEDIA SERVICE "SPECIALS" SEPT. 95 PRINT MEDIA SERVICE

SHOPPER Specials

Don't Miss These Terrific Bargains!

Spicy Savings
Ethnic Foods

Black Bean Burritos
$4.99
13 OZ. WT.

12 oz. Mexicana Mild **Chunky Salsa**	$3.55
10 ct. Tostada Hard **Taco Shells**	$1.85
10 oz. can Mexicana **Refried Beans**	$2.65
8 oz. jar chopped **Jalapeños**	$2.25

From The Sea
Seafood

Shell-On Shrimp
$5.99
Pound

Mr. Fishy Fish Sticks
$2.69
box

1 lb. pkg. Sea Fare **Cod Fillets**	$3.85
1 lb. pkg. Sea Fare **Tuna Steaks**	$5.45
1 lb. pkg. Surimi **Lobster Chunks**	$3.75
1 lb. pkg. Pond-Raised **Catfish**	$4.35
1 lb. pkg. Surimi **Lobster Stix**	$5.15
1 lb. Sea Fare **Jumbo Shrimp**	$7.65
1 lb. pkg. Surimi **Crab Chunks**	$4.35
1 lb. pkg. Sea Fare **Flounder Fillets**	$5.35
1 lb. pkg. Surimi **Crab Stix**	$4.15

Farm-Fresh Values
Produce

Contata Celery	Farm Fresh Broccoli	Big Bunny Carrots
79¢ bunch	69¢ head	89¢ 12 oz. pkg.

Kiwi Fruit
89¢ each

Cali Brand **Avocados**	$1.15
1 lb. bag Navel **Oranges**	$4.85
1 lb. bag **Sack o' Salad**	$2.35
1 lb. Romano **Tomatoes**	$3.25
1 lb. Tropica **Bananas**	$2.55
lb. bag Red **tatoes**	$4.75
Red Seedless **apes**	$1.65

Freezer Pleasers
Frozen

Sweetstuff Orange Juice
89¢
12 oz. can

14 oz. Buffet **Frozen Entrees**	$3.85
1 lb. pkg. Winkie's **Veggie Medleys**	$1.75
Bright Mornings **Frozen Breakfasts**	$2.65
12 oz. Coffee Buddy **Non-Dairy Creamer**	$1.55
8 ct. pkg. Yummi **Big Ol' Waffles**	$2.25
1 lb. bag Pocatello **Tater Rounds**	$1.85

Dee Dairy Ice Cream
$2.99
2 gal. bucket

Kersey's
STORE HOURS:
MONDAY–SATURDAY 8 a.m.–9 p.m.,
SUNDAY 9 a.m.–5 p.m.

4242 East Walnut • 555-FOOD
Prices effective Monday, April 1 thru Saturday, April 6, 1996.
Quantity Rights Reserved.

BURST OCT 95 PRINT MEDIA SERVICE CRAB OCT 94 CLIPPER

Catch Of The Day

On The All-You-Can-Eat Buffet for only $8.99

Every Friday from 4:30 to 9:00 p.m.

What a selection! This buffet features the catch of the day along with popcorn shrimp, fried flounder fillets, ham, fried chicken, Swiss steak, au gratin potatoes, baked potatoes, salad bar, french fries, vegetables, and dessert bar.

Kids age 12 and under eat for only $3.99 with an accompanying adult buffet purchase

The Wharf Restaurant
4564 W. Harbor Drive
Open M-F 10am-9pm

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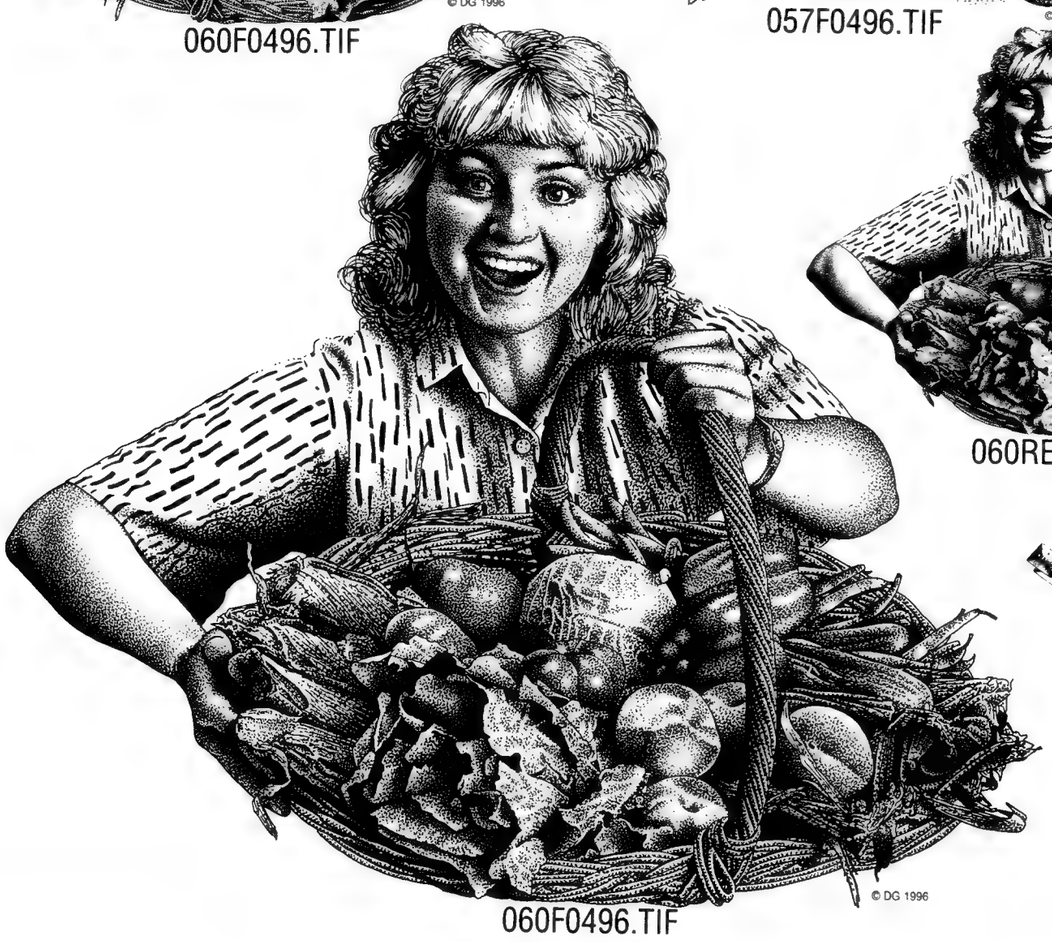

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LILY PAD APR. 94 PRINT MEDIA SERVICE

Catch A Great BARGAIN!

Super savings storewide!

Sturd-E Washers
Large capacity, water saver
$497.99

AFC Humidifier
Quiet and dependable
$137.99

Hot Spot Ranges
Gas range top, self-clean oven
$467.99

JT Trash Compactors
Energy-Saver feature
$397.99

Hot Spot Microwave
800 watt unit w/turntable
$127.99

Quantities are limited, so shop early. Prices good thru this Saturday.

Downtown Appliance • 755 N. Main • 555-8677

Take It Easy

If you've got something you want to sell – cars, furnishings, appliances, electronics, jewelry, or antiques – over 60,000 potential buyers check the classified ads *before* buying than any other selling source in town. Add that to affordable advertising line rates, and you'll see why so many people sell their stuff in the classifieds!

The Daily Times Classifieds
555-8900

Now's The Time

Hey there, first-time advertisers! Here's an amazing deal for you! Get a three-line classified ad for three days for only $3! This offer applies to non-commercial ads only. For more information, or to place an ad, call us today.

The Daily Times Classifieds
555-8900

Spring Into Action

If you've put off exercising for long enough, then it's time to look at the classifieds. You'll find a large selection of health and fitness equipment to help you get in shape the affordable way. Check them out today!

The Daily Times Classifieds
555-8900

Take The PLUNGE With The Classifieds

Need to make some money? The classifieds are the place to sell your unwanted items and reach the most potential buyers!

A six-line ad for six days costs only $5.00

This offer good thru 4/30/96.

The Daily Times Classifieds
555-8900

HEADLINE MAY 95 PRINT MEDIA SERVICE

2-1 FOR SPECIALS

Double-Day Monday is an excellent way to start off on the right foot every week!

Rent a movie, laser disc, or Veda or Pinbendo game cartridge, and get a second rental of equal value **ABSOLUTELY FREE!**

Rent lots of great movies for ONLY 99¢ *Excluding new releases*

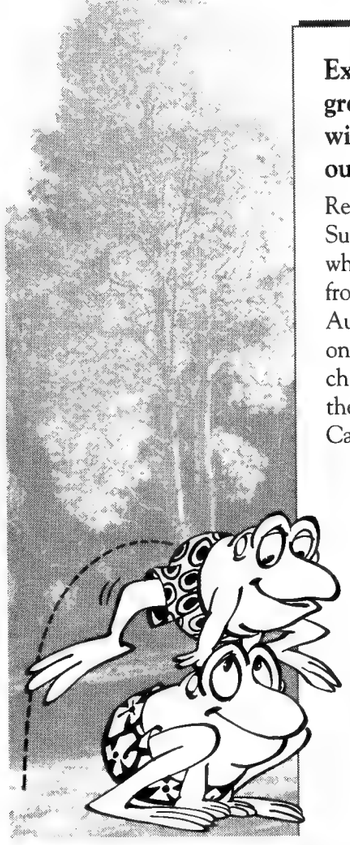
Your Neighborhood Video Store

SHOWTIME VIDEO

243 S. Main St. • 555-3524
M–F 9–8, Sat. 8–9, Sun. 11–7

FOREST PHOTOCONVERSION JUNE 93 CLIPPER

Get Back To Nature



Experience the great outdoors with "fun-tastic" outdoor activities!

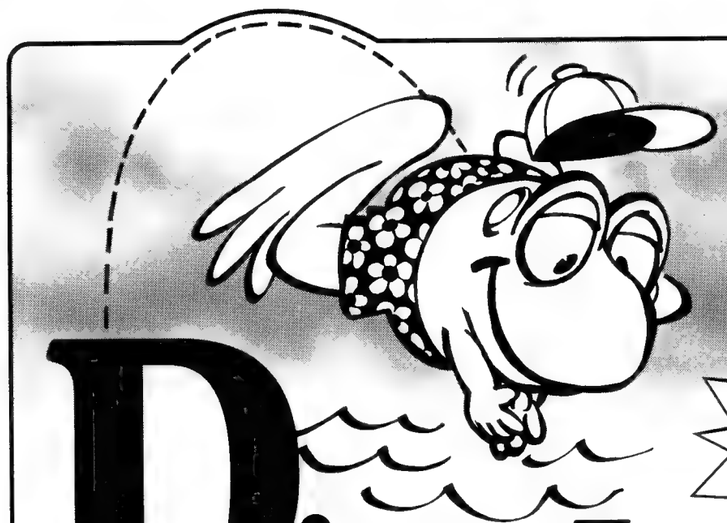
Registration forms for Summer Day Camp, which takes place from May 27th to August 9th, are due on May 16th. Your child will love all of these fun-filled Day Camp activities:

- camping • hiking
- canoeing • fishing
- swimming • crafts
- volleyball • tennis
- softball • games
- cooking • crafts
- day trips • arts
- music • theatre
- community projects
- and more than we

Call 555-4500 for more info!

Greenvale Park District
1009 W. Greenvalley Drive • 555-4500

CLOUD TEXTURE APR. 92 CLIPPER



Dive In For DEALS

Take advantage of great price reductions on the cars, trucks, and vans you want!

Get your feet wet with these low prices!

NEW ARRIVALS

'96 Gratton Deluxe $16,995
Air, anti-lock brakes, air bags, stereo

'96 Genghis Khan $19,995
4 dr., air, anti-lock brakes, stereo

'96 Piñata Pasa $21,995
2 dr., air, anti-lock brakes, air bags

'96 Tonda Wagon $22,995
4 dr., air, anti-lock brakes, stereo

'96 Tonda Minivan $18,995
Anti-lock brakes, air bags, stereo

'96 Piñata Pueblo $15,995
2 dr., air, anti-lock brakes, stereo

'96 Gratton Sedan $22,995
Air, anti-lock brakes, air bags, stereo

'96 Kubla Khan $26,995
4 dr., air, anti-lock brakes, stereo

'96 Gratton Sportster $23,995
2 dr., air, anti-lock brakes, air bags

'96 Tonda Placida $19,995
Air, anti-lock brakes, air bags, stereo

USED CARS & TRUCKS

'95 Tonda Minivan $19,995
Air, anti-lock brakes, air bags, stereo

'94 Texxus Luxuria $23,995
2 dr., air, anti-lock brakes, air bags

'93 Gratton Deluxe $26,995
4 dr., air, anti-lock brakes, stereo

'95 Konno Massa $22,995
Air, anti-lock brakes, air bags, stereo

'94 Texxus Cirrus $16,995
2 dr., air, anti-lock brakes, air bags

'93 Tonda Valerio $18,995
4 dr., air, anti-lock brakes, stereo

'95 Texxus Xcel. $22,995
Air, anti-lock brakes, air bags, stereo

'91 Tonda Minivan $21,995
4 dr., air, anti-lock brakes, air bags

'92 Tonda Roadster $19,995
2 dr., air, anti-lock brakes, air bags

USED VANS & MORE

'93 Tonda Minivan $20,995
Air, anti-lock brakes, air bags, stereo

'92 Genghis Wagon $17,995
4 dr., air, anti-lock brakes, air bags

'94 Konno Van. $21,995
4 dr., air, anti-lock brakes, stereo

Buy any new car this month and get special financing with an incredibly low **5.9% ANNUAL PERCENTAGE RATE**

McCarthy Motors, Inc. 877 S. Burnham St. • 555-7655

Art from previous issues of *Print Media Service* that's used in a demonstration piece is referenced next to the layout it's featured on. Order art from back issues by calling *Art On Demand* at 800-227-7048.

FREE!

Clip this ad and present it with your next printing order and get 25 bonus copies.

Quickie Print • 677 Pine • 555-9788

Is Your Place Too Small?

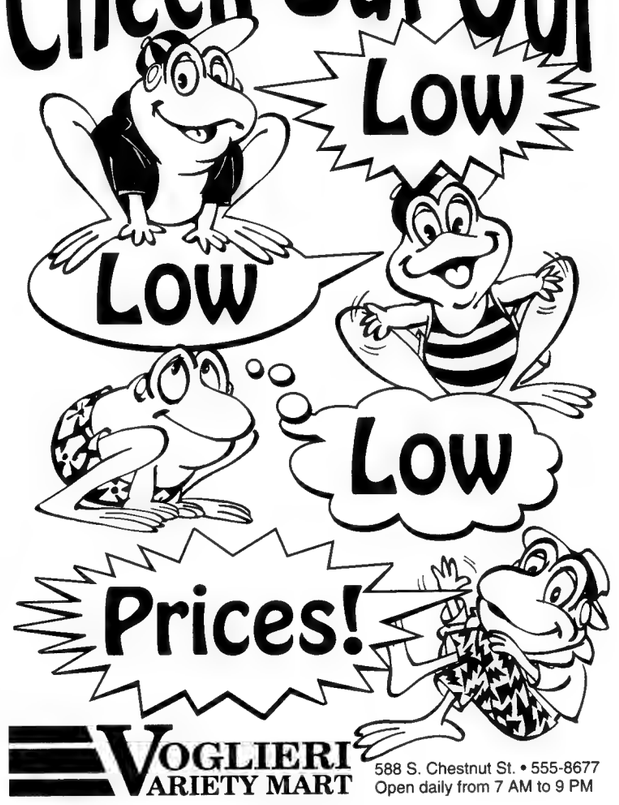
Give yourself some space with a Home Equity Loan!

Use the equity in your home to improve it. A Home Equity Loan lets you add a room, redecorate, or expand. Call us today!

CALL
1-800-555-LOAN
to apply by phone.

Heritage Bank 345 N. Kirby • **555-3400**

Check Out Our Low Low Low Prices!



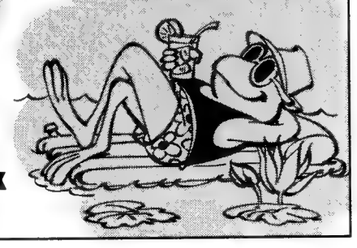
VOGLIERI VARIETY MART 588 S. Chestnut St. • 555-8677
Open daily from 7 AM to 9 PM

Before

Need to get away from it all with a great vacation?

Then it's time for a Multi-Use Loan. You can use the money for a trip, for new appliances, or for just about anything!

After

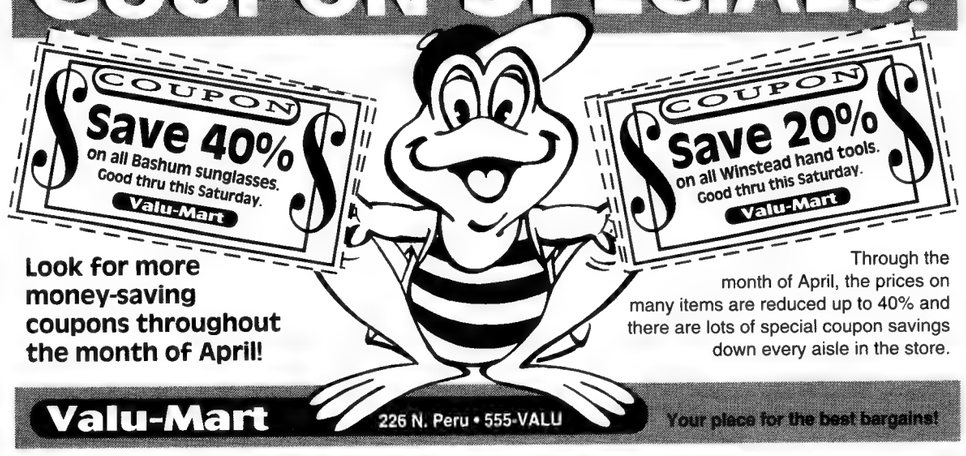


Call 1-800-555-LOAN
to apply by phone.

Heritage Bank
345 N. Kirby • **555-3400**

COUPON MORTICE APR. 95 PRINT MEDIA SERVICE

COUPON SPECIALS!



COUPON
Save 40% on all Bashum sunglasses. Good thru this Saturday.
Valu-Mart

COUPON
Save 20% on all Winstead hand tools. Good thru this Saturday.
Valu-Mart

Look for more money-saving coupons throughout the month of April!

Through the month of April, the prices on many items are reduced up to 40% and there are lots of special coupon savings down every aisle in the store.

Valu-Mart 226 N. Peru • 555-VALU
Your place for the best bargains!

HEADLINE APR. 92 PRINT MEDIA SERVICE

From 9 to 9 this Saturday only, check out the super values around every corner.

12-Hour Spring Sale

in every department storewide. Save from 15 to 50% on a large selection of items!

J. Marshalls
Upper Level, Willow Mall

HOP TO IT!

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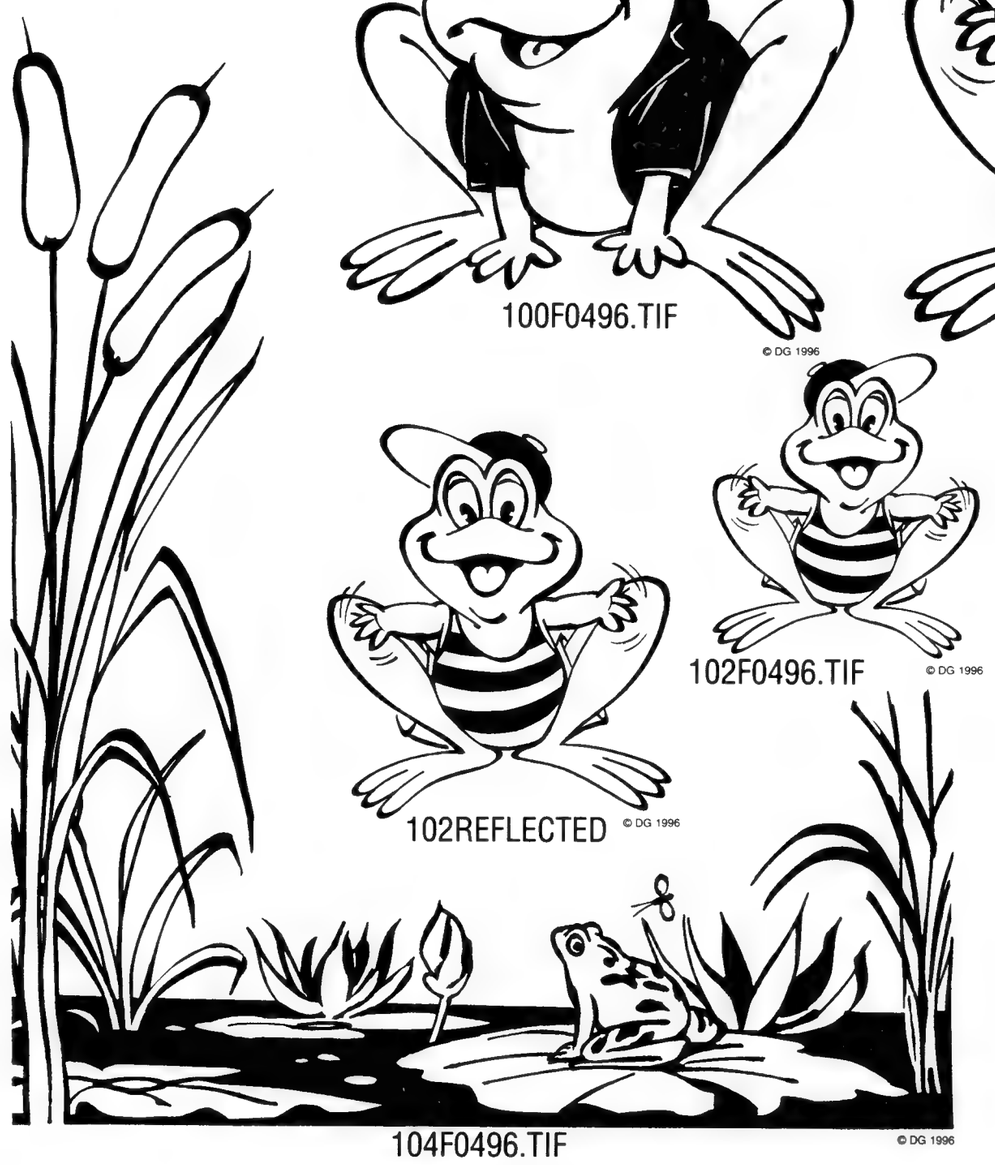
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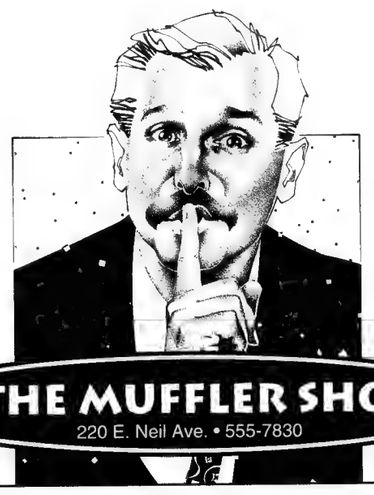
SHHH

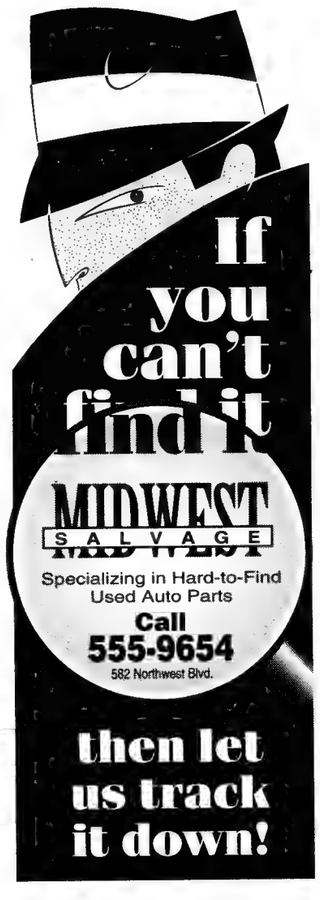
...don't wake the neighbors!

Call ***555-7830,*** or stop by
Monday thru Friday from 9 to 5, or
Saturday 9 to 9, for a free estimate
on a new quality muffler.

Get a new muffler, and keep your neighborhood quiet!



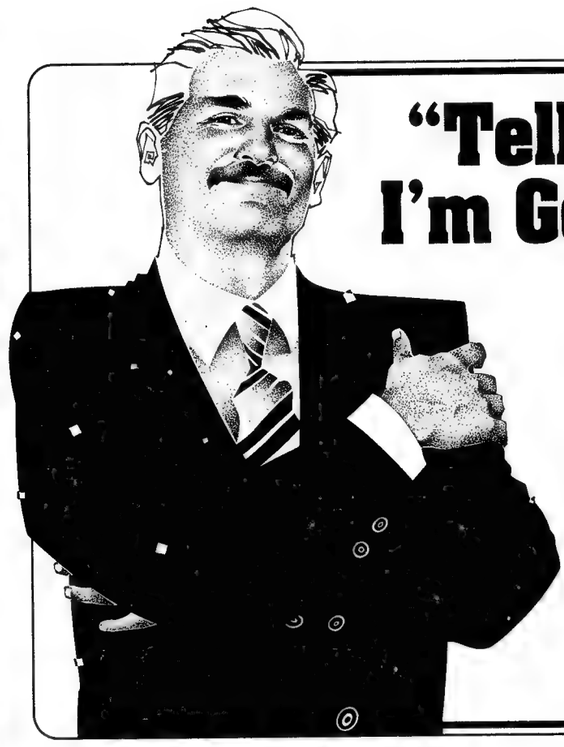
·THE MUFFLER SHOP·
220 E. Neil Ave. • 555-7830



If you can't find it

MIDWEST SALVAGE
Specializing in Hard-to-Find Used Auto Parts
Call 555-9654
582 Northwest Blvd.

then let us track it down!



"Tell You What I'm Gonna Do..."

ONE LOW PRICE EVERYDAY

Are you tired of haggling with car dealers to get their "best price"? Then try our Everyday Low Prices. You get the very best deal on the car, truck, or van you really want. No hassle, no hustle, no haggle. Come see our large selection of quality vehicles today.

LARRY LAKES
TONDA & TEXXUS
2345 ONTARIO DRIVE • 555-9088

BRIGHTEN YOUR•SMILE

When you come in for your next cleaning you can get your teeth whitened for **only $50.00** more! This limited-time offer expires April 30, 1996.

D·G DENTAL GROUP
3834 S. Madison Ave. • 555-3400

PIZZA SLICE JAN. 91 PRINT MEDIA SERVICE

Moonlight Madness

Monday Thru Thursday After 8 p.m.

Large Pizza...Only $8.99
(Includes 2 toppings)

PIZZA HOUSE
145 E. Bell • 555-9087

Offer Expires April 30, 1996

WE ARE SLASHING P·R·I·C·E·S

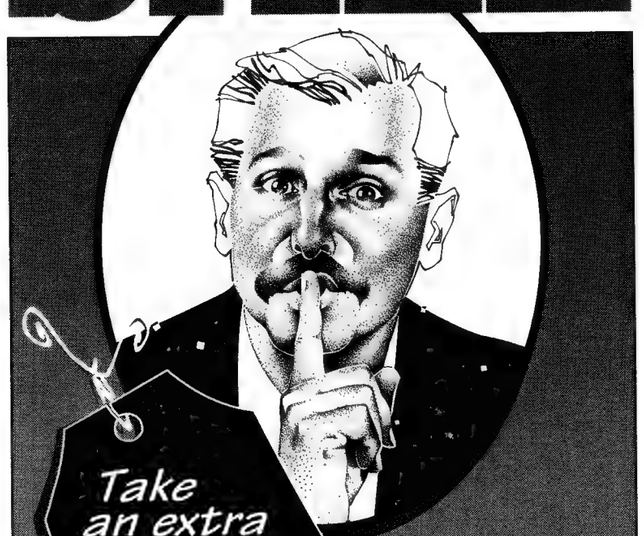
Get Ready for Summer With Great Savings

Shorts	Starting at **$16.99**
Swimsuits	Starting at **$18.99**
Tops	Starting at **$14.99**
Sundresses	Starting at **$20.99**
Separates	Starting at **$15.99**
Pants & Skirts	Starting at **$17.99**

LEONARDO
4418 N. Central Drive · 555-9223
Open 9 a.m. to 8 p.m. Daily

HEADLINE FEB. 93 PRINT MEDIA SERVICE

SECRET SALE



Take an extra
20% OFF
On All Perfumes & Colognes

Find discounts storewide!
Save from 15 to 50% on housewares, linens, clothing, electronics, and more!

This special storewide sale lasts through this Saturday

13 in. Tokio **B & W TV** **$59.99**

800 watt Cookzit **Microwave** **$99.99**

Twin, Full/Queen, King **Bed Bag** **$29.99**

Jaxis Multi-Speed **Blender** **$39.99**

Stop by Customer Service and pick up a Secret Sale Card. Scratch off the spot and find out whether you save an additional 10, 20, or 30%.

On Sale At **Willards**
434 N. Jackson St. • 555-9087 • Mon–Fri 9–9, Sat & Sun 9–7

HEADLINE APR. 93 PRINT MEDIA SERVICE HOMES TEXTURE NOV. 92 CLIPPER

REAL ESTATE FUN

There's a house out there you can call your home!

Princeton Star

April 7, 1996

Here's to Your **Success**

Wetherington Wool **Sport Coat**	**$89.85**
Comfort Fit **Dress Pants**	**$49.85**
100% Cotton **Dress Shirts**	**$39.85**

Dress In Style With Humphrey's Fine Men's Suits!
2847 South Randwycke Avenue
Mon. thru Sat. 9–6 • 555-8602

HUMPHREY MEN'S APPAREL

HEADLINE MAY 94 PRINT MEDIA SERVICE

SALE

BUY ONE ITEM, GET A SECOND ONE FOR ONLY A PENNY!

4 pk. Ace Paper Towels	*$1.19*, Get 2 For **$1.20**
2 pk. JC Air Fresheners	*$2.19*, Get 2 For **$2.20**
10 oz. Cleanzit Liquid	*$2.49*, Get 2 For **$2.50**
4 pk. Ace Toilet Paper	*$1.19*, Get 2 For **$1.20**
12 oz. Shinee Cleanser	*$2.69*, Get 2 For **$2.70**

THIS WEEK ONLY!

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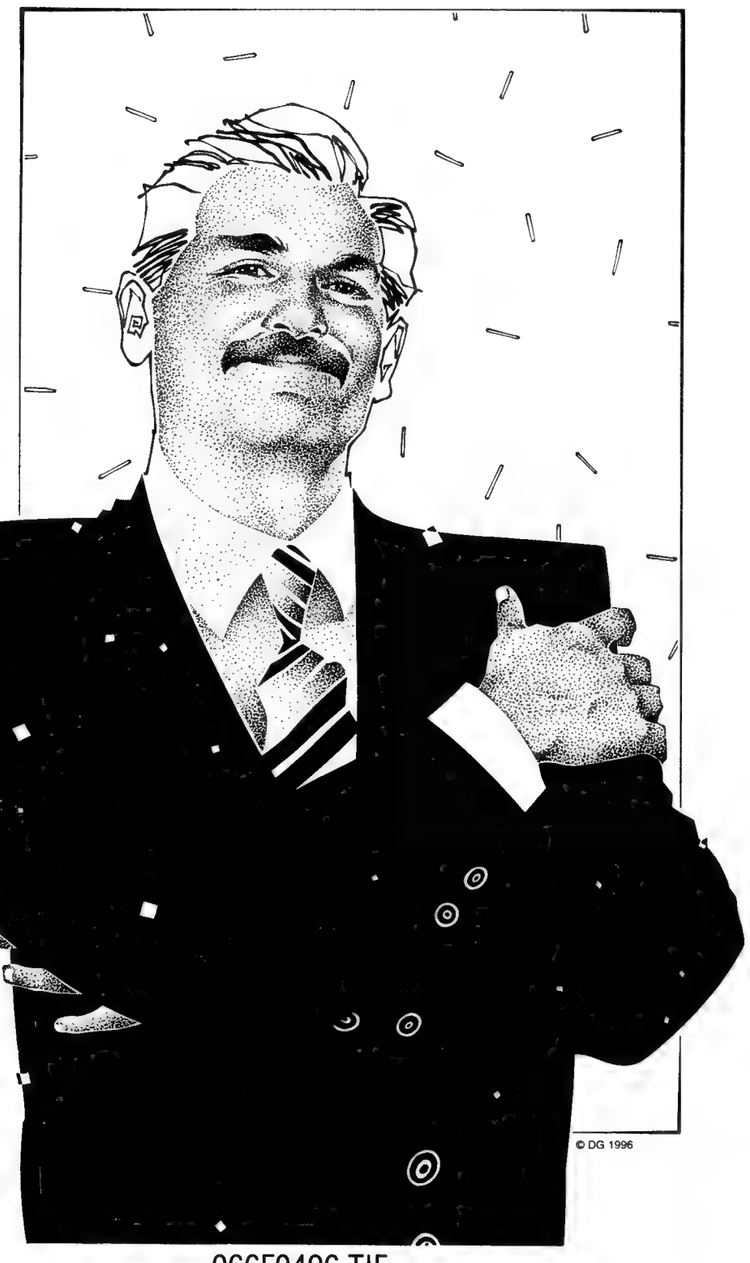

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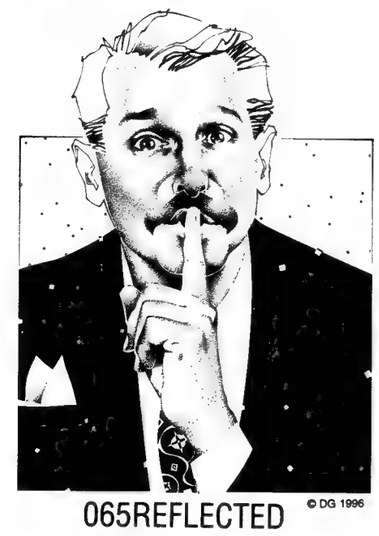

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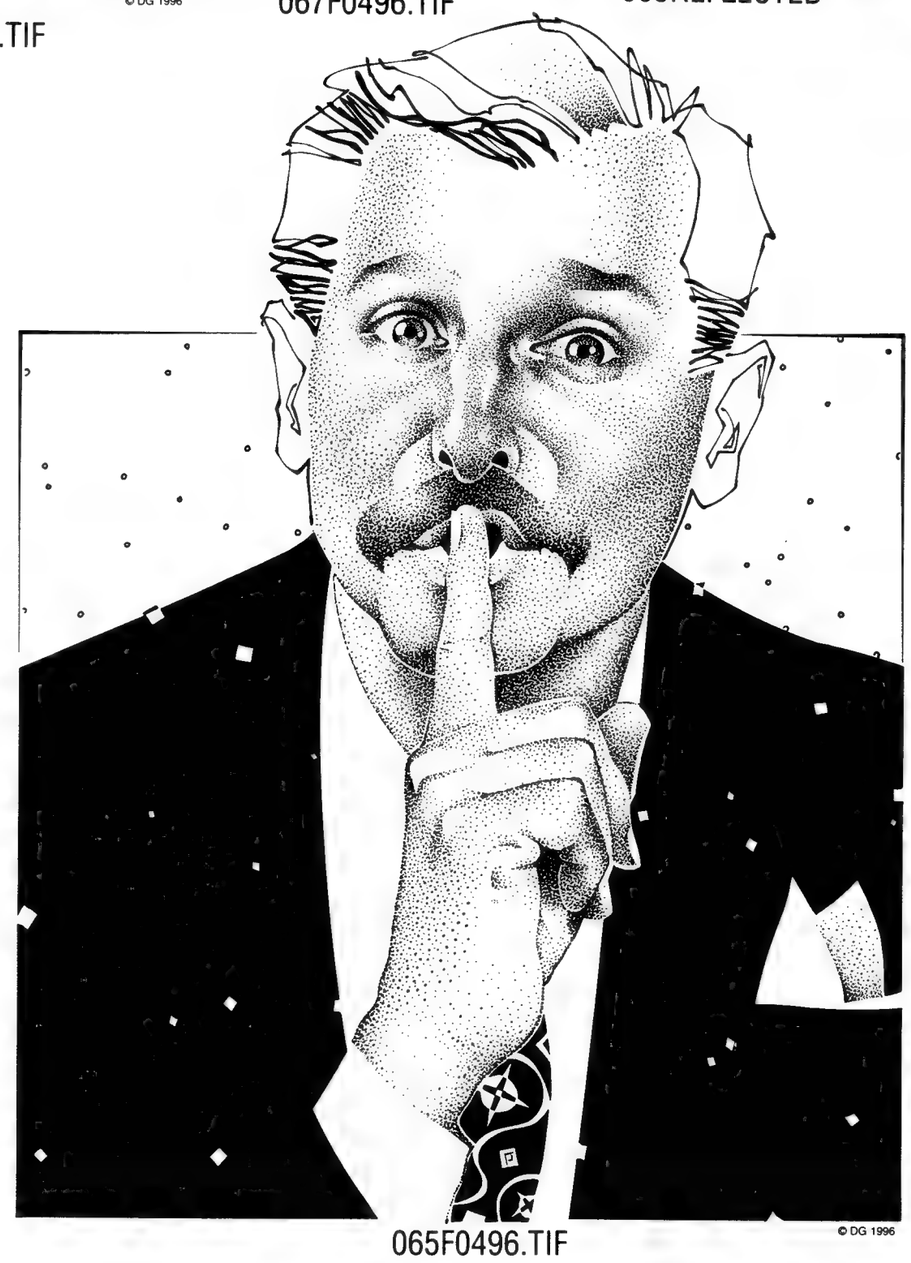

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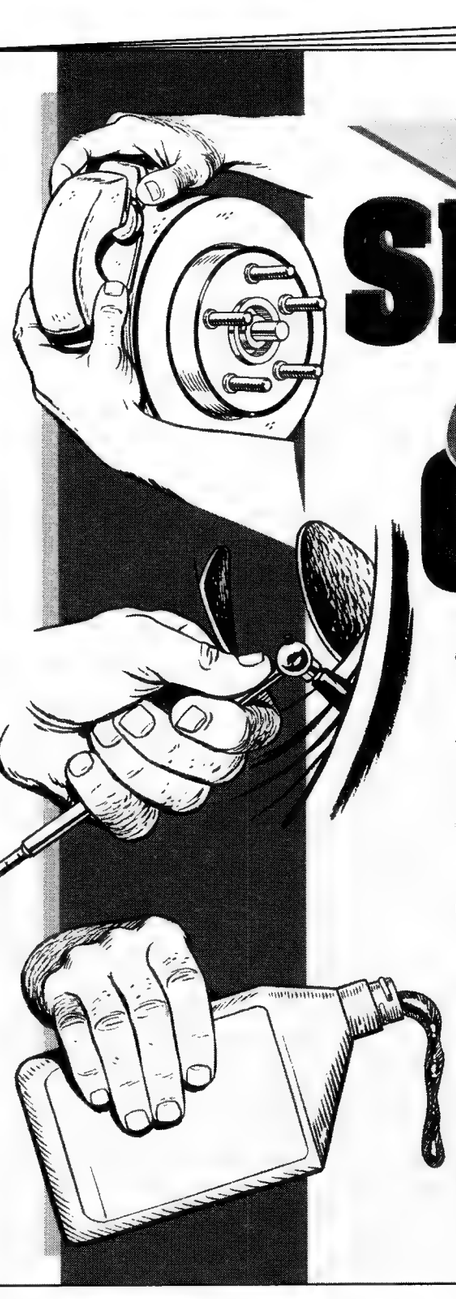


Your Guide To SPRING Car CARE

- *Special spring car maintenance checklist*
- *What to look for in a good mechanic*
- *How to keep your car running smoothly*
- *Page after page of money-saving coupons!*

HOFF
AUTO CENTER
6773 N. Starr • 555-6703
Your Auto Service And Supply Experts

Time for a change?

OIL, LUBRICATION, & FILTER CHANGE

Free preventative maintenance check (on request), lube (where applicable), new filter, and up to 5 quarts of oil. Most cars. Special diesel oil and filter extra. Call today to make an appoinment.

$12.94 plus tax

HOFF
AUTO CENTER
6773 N. Starr • 555-6703
Your Auto Service And Supply Experts

No other discounts apply. Offer ends 4/30/96.

Give your car, truck, or van extra starting power and save money. Our Super Power Sale is going on through Saturday!

BATTERIES

65 MONTH BATTERY
Sure starting performance. With exchange of old battery. Model XJ-7700.
$39.85 After Rebate

BATTERIES

75 MONTH BATTERY
Extra power and longer life. With exchange of old battery. Model CT-4737.
$49.85 After Rebate

BATTERIES

SUPER POWER 100
Superior starting power. With exchange of old battery. Model JY-2824-T.
$59.85 After Rebate

HOFF
AUTO CENTER
6773 N. Starr • 555-6703
Your Auto Service And Supply Experts

TIRED OF PAYING **INFLATED PRICES?**

You deserve the best service – that doesn't mean you should have to pay an arm and a leg for it!

If you're looking for an auto service center you can trust, then look no further. We make *only* the repairs you approve in advance. Bring your car to us and it's repaired the right way, right away, every single time. Your satisfaction is our #1 with us!

See clearly and save a lot! **50% OFF** Quality Blinco Wiper Blades and Hager Headlights and Bulbs.

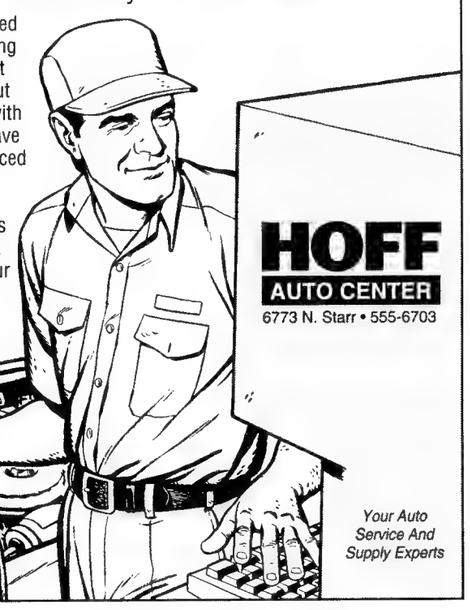
HOFF
AUTO CENTER *Your Auto Service And Supply Experts*
6773 N. Starr • 555-6703

---

testing...

1-2-3, find out what you need!

Our computerized diagnostic testing system makes it easier to find out what's wrong with your car. We have the most advanced equipment and highly skilled auto technicians in the business. That means your car is always fixed right the very first time.



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6773 N. Starr • 555-6703

Your Auto Service And Supply Experts

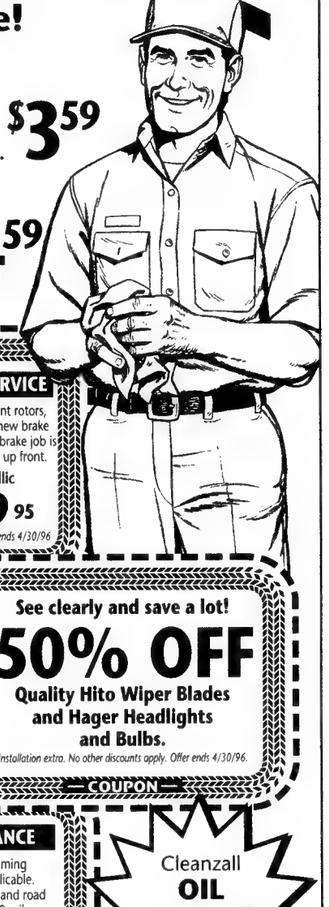
CAR CARE CAMPAIGN

The lettering and individual pieces of art featured on this page were created to work together in a car care campaign.

To give continuity to the campaign shown on this page, the designer set the body copy in mostly sans serif typefaces like Helvetica and Stone Sans, "Hoff" in Cosmos Extra Bold, "Auto Center" in Helvetica Bold, the slogan "Your Auto Service And Supply Experts" in Helvetica Bold Oblique, and the address line in Helvetica Regular. Look through previous *Print Media Service* issues for more ready-made headlines, car care related art, and plenty of inspiration for eye-catching designs and layouts.

Your Car Care HEADQUARTERS

Come in and stock up on these values and more terrific values storewide!



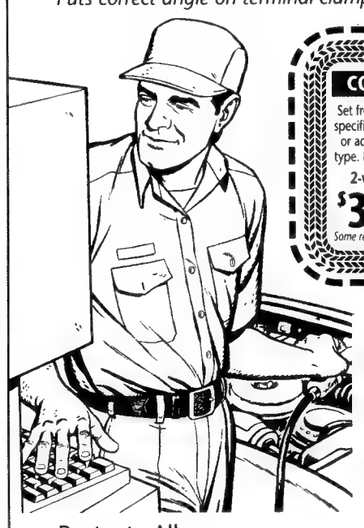
Dana
12 FT. BOOSTER CABLES $7.99
W/carrying case

Sturdee
BATTERY BRUSH $5.49
Durable steel brush removes corrosion & dirt

Sparky
3-WAY BATTERY TOOL $6.29
Puts correct angle on terminal clamps and posts

Chill Out
ANTIFREEZE/ COOLANT $3.59
Gallon jug

Up-'N'-At 'Em
JACK STANDS $14.59
4,000 lb. capacity



COMPUTERIZED ALIGNMENT
Set front caster, camber and toe to manufacturer's specifications while referencing and compensating or adjusting thrust line, depending on alignment type. Limited warranty for 6 months or 6,000 miles.

2-wheel	Thrust angle	4-wheel
$34.95	$44.95	$54.95

Some restrictions apply. See store for details. Offer ends 4/30/96

COUPON

Power Plant
SPARK PLUGS 69¢

Windham
MOTOR OIL *Quart* 99¢

Protects-All
CAR COVERS from $25.99
Washable, heavy-duty nylon

Power Plant
NEVERDIE BATTERY $35.49
Guaranteed to start your car everytime

Spruce Up
VELOUR SEAT COVERS from $19.29
Styles for most models

2-WHEEL DISC BRAKE SERVICE
Includes new brake pads, resurfacing front rotors, repacking front wheel bearings, adding new brake fluid and inspect hydraulic system. Every brake job is different, therefore we provide estimates up front.

Non-Metallic	Metallic
$69.95	$89.95

Some restrictions apply. See store for details. Offer ends 4/30/96

COUPON

Brand Name **SPARK PLUGS 69¢**

See clearly and save a lot! **50% OFF** Quality Hito Wiper Blades and Hager Headlights and Bulbs.
Installation extra. No other discounts apply. Offer ends 4/30/96.

COUPON

PREVENTIVE MAINTENANCE
Includes resistor spark plugs, labor, timing adjustment, and carburetor where applicable. Check all fluids and filters, test battery, and road test. Limited warranty 90 days or 4,000 miles.

4-CYL.	6-CYL.	8-CYL.
$45.95	$55.95	$65.95

Some restrictions apply See store for details. Offer ends 4/30/96

COUPON

Cleanzall **OIL FILTERS 99¢**

Hurry! Quantities are limited, so be sure to shop early. This sale ends Saturday

Our Guarantee

Your satisfaction is the most important thing to us. That's why we always give you complete, detailed estimates of all repairs necessary for your vehicle. That's why we explain all repairs and procedures in terms you can understand. And, that's why we make no repairs to your vehicle without first getting your consent in writing.

HOFF
AUTO CENTER
6773 N. Starr • 555-6703
Your Auto Service And Supply Experts

MAKE TRACKS
to our "re-*tire*-ment" sale

We have a huge selection of tires in stock and we're ready to roll them out. Choose from many styles and quality brand names like Unikoil, Best Year, Hichilan, and more.

Buy 3, get the 4th one for 1/2 price!

This offer applies to selected tires only. Offer not valid in combination with other discounts, coupons, or offers. Sale prices effective through 4/30/96.

HOFF AUTO CENTER 6773 N. Starr • 555-6703
Your Auto Service And Supply Experts

Your **KEY** To Better Service

***Communication* is the key to better automotive service and repairs!**

If you feel intimidated when you try to tell a mechanic what's wrong with your vehicle, then it's time to come to us. Our staff of friendly repair experts understand your needs, and are ready to help. Our computerized diagnostic equipment makes pinpointing the problem easier than ever. So bring your car to us.

HOFF
AUTO CENTER
6773 N. Starr • 555-6703
Your Auto Service And Supply Experts

SERVICE Makes the Difference

Trust your car to the auto service experts!

When you need repairs, you need someone you can trust. We've built our reputation on professionalism, expert service, and fair repair pricing. Come see why more people bring their cars to us!

• Alignment • Tune-ups • Brakes • Shocks • Mufflers • Tires • Batteries • Body Work • Computerized Engine Testing

HOFF AUTO CENTER 6773 N. Starr • 555-6703 *Your Auto Service And Supply Experts*

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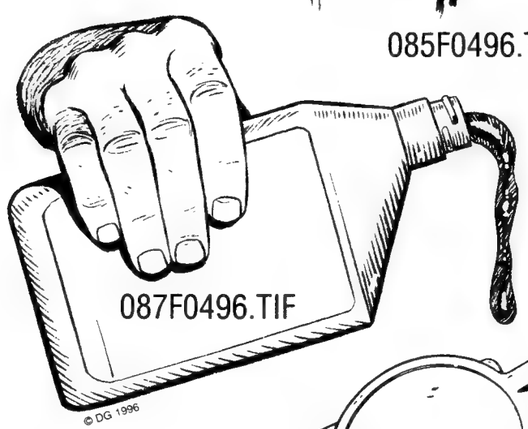

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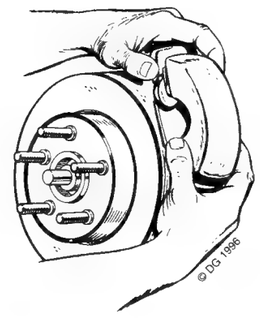

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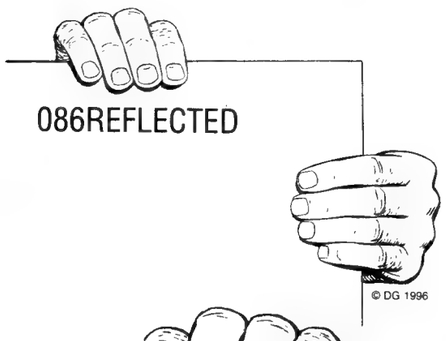

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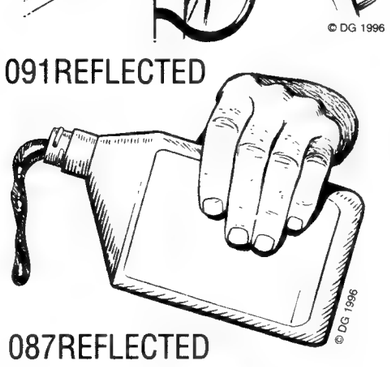

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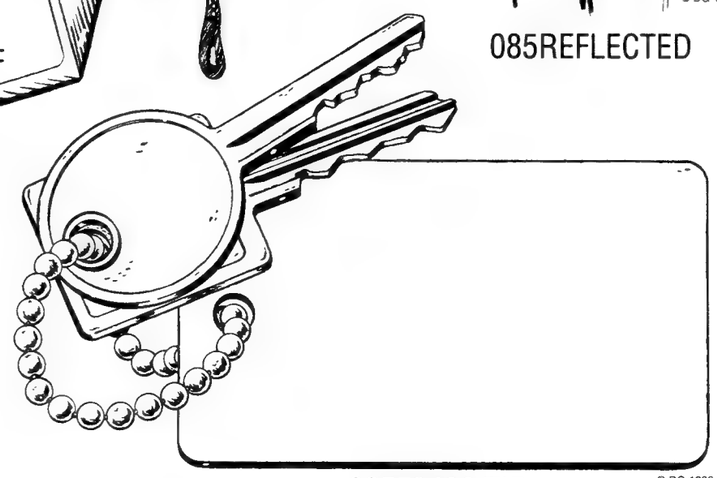

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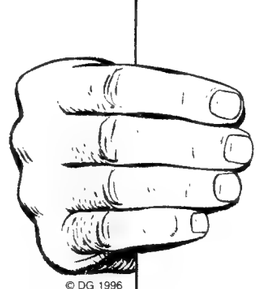

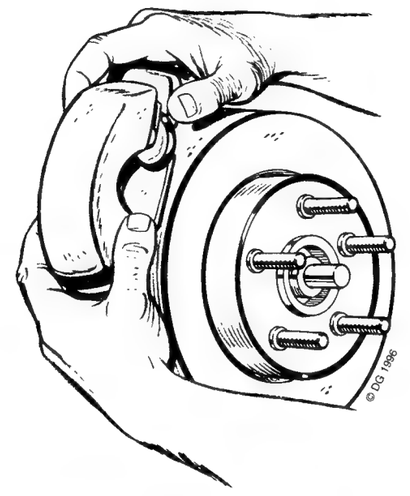

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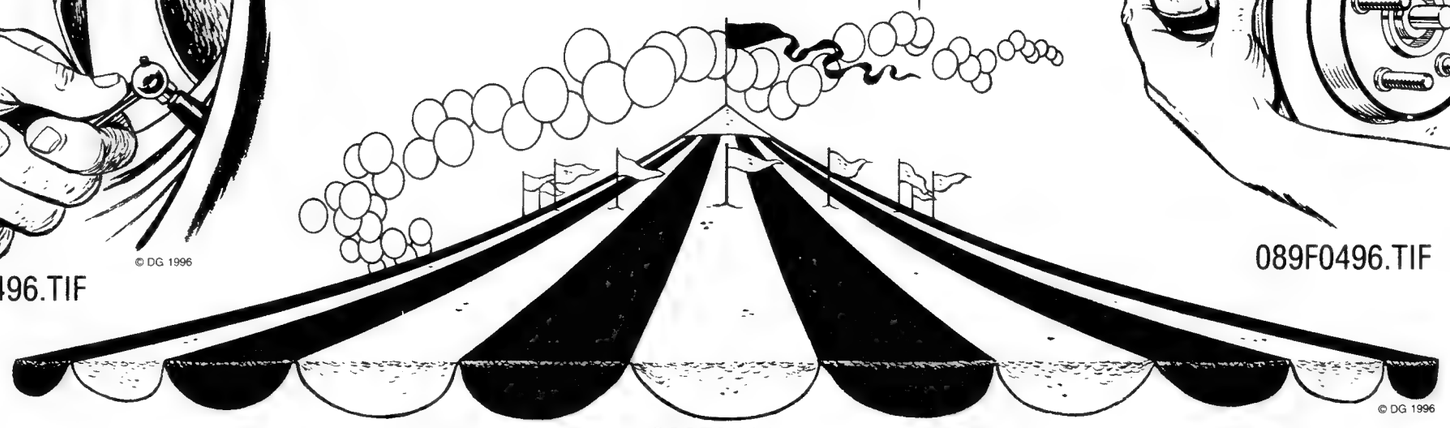

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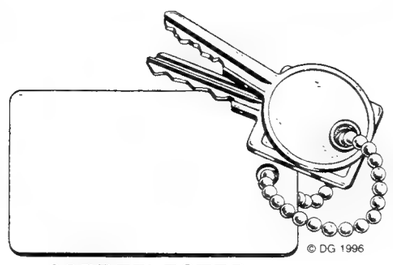

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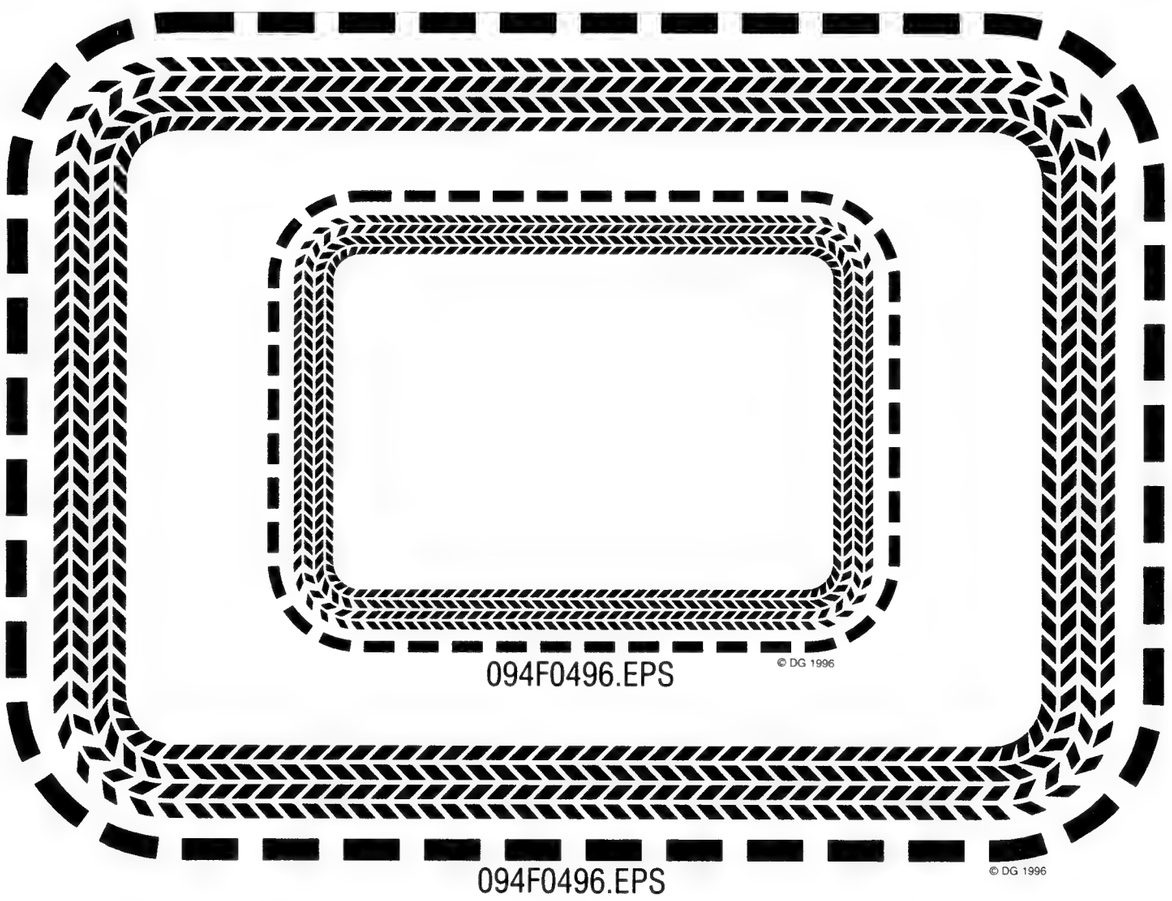

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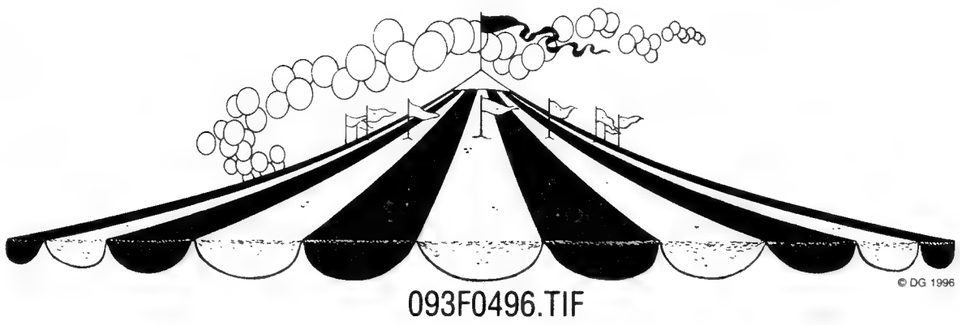

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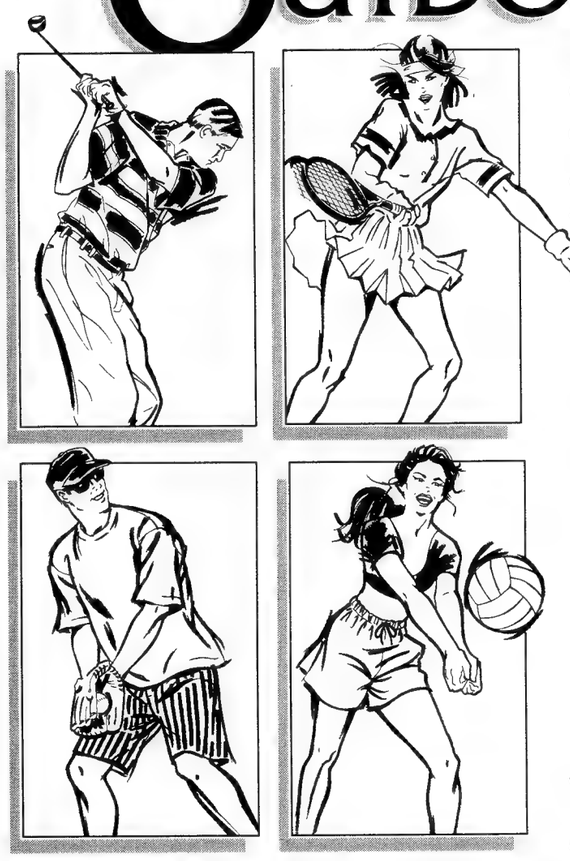
HEADLINE JUNE 93 PRINT MEDIA SERVICE

THE GREAT OUTDOORS



Get outside and get involved!

Check out all of the exciting activities that are available to every park district resident this summer!

- Tennis Lessons
- Softball Leagues
- Sand Volleyball
- Golf Outings
- Swimming Lessons
- Boating Courses
- Soccer Leagues
- Tennis Leagues
- Swimming Team
- And Much More!

Get outdoors and enjoy!

Valerian Parks & Rec.

555-6000 • Register at 1500 S. Wood St.

CLASSY

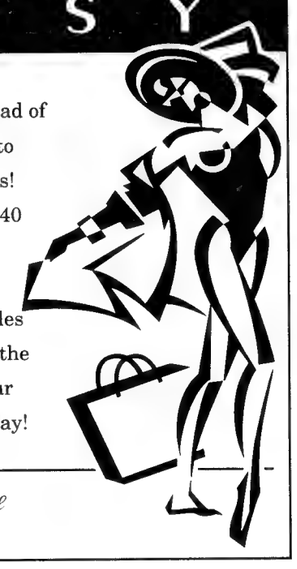
Get a head start on summer with the latest fashions and beach wear at the most affordable prices in town!

- Summer dresses from $35
- Summer suits from $75
- Swimsuits $29

Complete your fabulous new summer look with the perfect fashion jewelry, accessories, rain wear, and shoes from the hottest designers.

Marci Boutique
unique clothing and gifts
1222 W. Melrose

SASSY



If you set fashion trends instead of following them, *and* you love to save money, then shop with us!

- Funky separates from $40
- Evening wear from $70
- Hand bags from $29

Come check out the latest styles from the hottest designers at the best prices anywhere. Get your summer wardrobe in gear today!

Marci Boutique
unique clothing and gifts
1222 W. Melrose

GOLF BALL MAR 94 PRINT MEDIA SERVICE

JOIN THE CLUB

Join our new **Lunch Club!**

Buy nine, get your 10th lunch **FREE**

$1 Drafts Every Monday Night!

FAIRWAY Sports Bar & Grill
5590 W. CHESTNUT ST.

AN AFFAIR TO REMEMBER

A very special occasion deserves a special celebration...

...an evening at Damon's!

Whether it's a romantic dinner for two, an anniversary celebration, a wedding reception, or a company gala, we have just what you're looking for.

DAMON'S
555-7000
112 W. Main

Are Your
INVESTMENTS WORKING OUT
For You?

If your current investments could use some fine-tuning, let us look them over. We'll make sure your portfolio is healthy.

FREE Consultation For First-Time Investors!

Visit our offices at 120 West Park Place, or call today to make an appointment.

Doland & McHammon
INVESTMENT CONSULTANTS
555-6600

Are Your
INVESTMENTS STRONG?
Firm them
UP

If you're tired of the poor performance you're getting from your portfolio, then it's time to see the investment experts.

FREE Consultation For First-Time Investors!

Visit our offices at 120 West Park Place, or call today to make an appointment.

Doland & McHammon
INVESTMENT CONSULTANTS
555-6600

Are You In
BETTER SHAPE
Than Your
INVESTMENTS?

Give your portfolio a workout! Shape up your investments with professional advice from the investment experts.

FREE Consultation For First-Time Investors!

Visit our offices at 120 West Park Place, or call today to make an appointment.

Doland & McHammon
INVESTMENT CONSULTANTS
555-6600

GET MOVIN'!

Shop and save big at our Spring Deals On Wheels Sale, this Thursday, Friday, Saturday, and Sunday only. Find super low prices on everything from backpacks to baseball gear, from swim wear to sundresses, all at 15 to 40% savings! While you're here, be sure to sign up for a $500 shopping spree drawing. No purchase necessary.

RIDGE VALLEY MALL
1000 MALL DRIVE

TENNIS BALL JUNE 94 PRINT MEDIA SERVICE

THE BALL IS IN YOUR COURT

THE SAVINGS ARE UP TO YOU!

Spend $75 to $100... **Save 10%**

Spend $101 to $149... **Save 15%**

Spend $150 or more... **Save 20%**

Incredible storewide savings on a wide variety of quality sporting goods!

The more you buy, the more you save!

This sale ends Sunday!

DECKER SPORTS
Monte Plaza • Mon.–Sat. 10–8

SET for SAVINGS

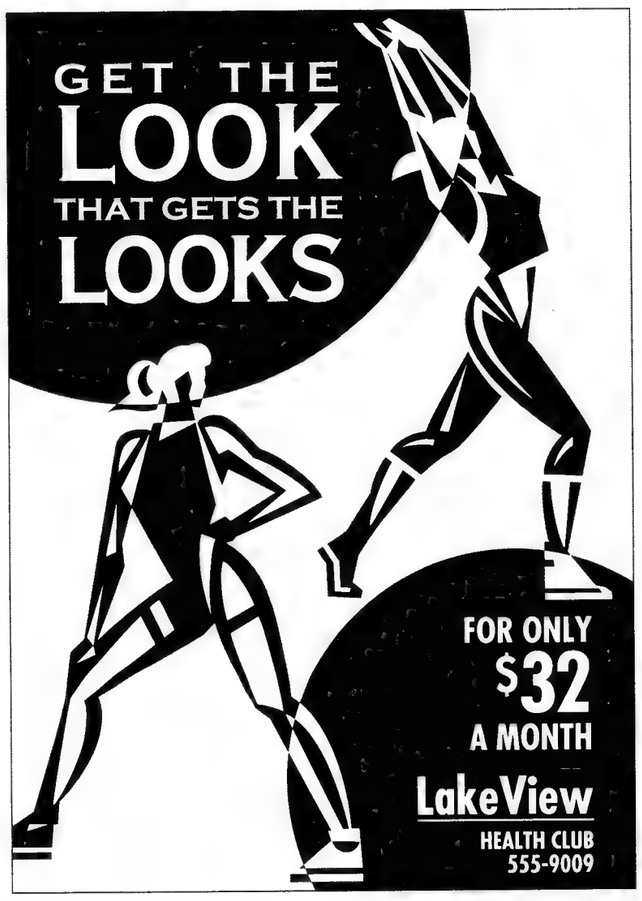
Get *high* visibility and *low* advertising rates right here!

Putting your advertising dollar with the most-read newspaper in the Quint-Cities area can lead to powerful returns! That increased exposure can lead to increased sales *and* higher profits! Call us today to find out more about it!

First-time advertisers! Ask about special rates just for you!

the Star Reporter
555-7000

GET THE LOOK THAT GETS THE LOOKS



FOR ONLY $32 A MONTH

LakeView HEALTH CLUB
555-9009

SUN MAR 95 CLIPPER

Supplement to the Daily Times

HOT SUMMER FUN

Here's a complete listing of summer activities for the whole family!

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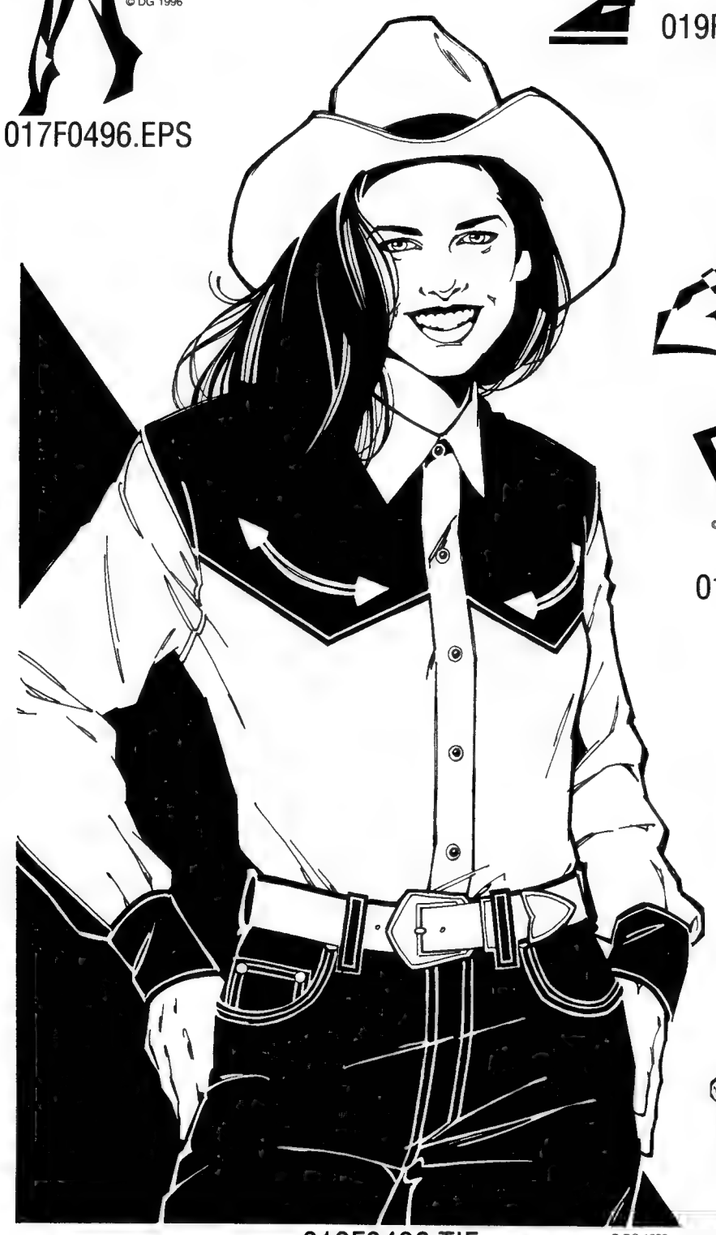
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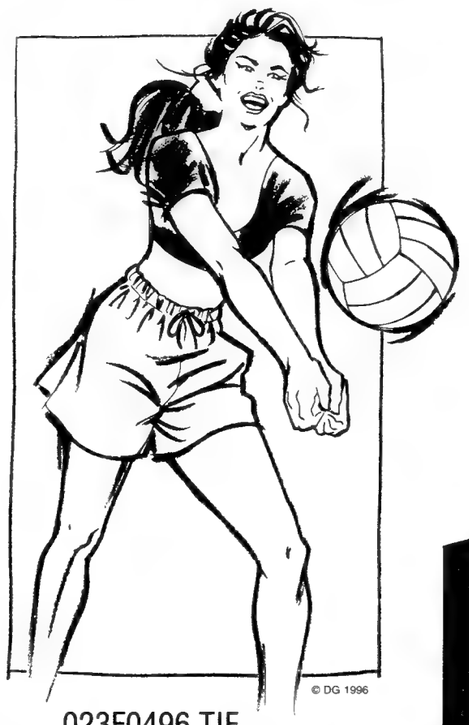
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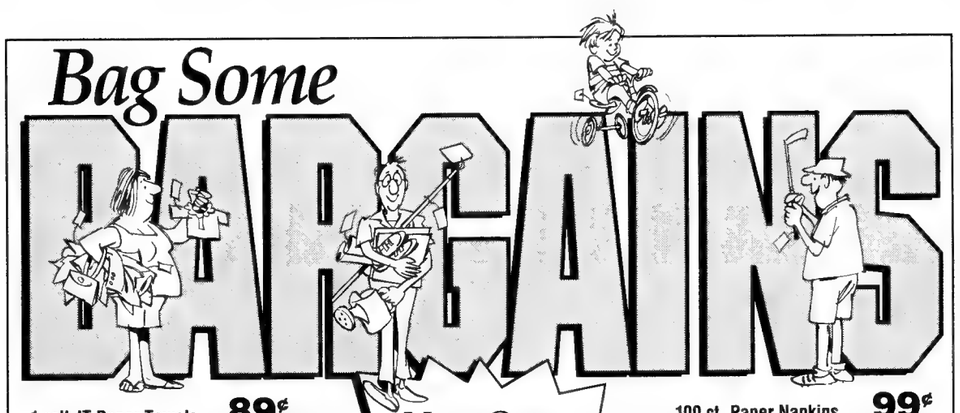
Bag Some BARGAINS



1 roll JT Paper Towels	89¢	100 ct. Paper Napkins	99¢
Alia Air Freshener	99¢	AJ Steel Wool Pads	$2.59
18 Tuffie Trash Bags	$1.59	100 ct. Paper Plates	99¢
6 ct. Votive Candles	89¢	Flutter Mascara	$3.59
Avila Blow Dryer	$7.79	Giant Coloring Books	89¢
20 ct. Oh Baby Diapers	$6.69	Tressa Shampoo	$2.89
Avia Curling Iron	$5.99	Tressa Conditioner	$2.99
Sugar Lips Lip Balm	79¢	4 pk. AJ Toilet Paper	$2.59

Now Open
24 Hours
3434 E. Jefferson
555-9008

SuperLots
The Discount Center

A Nice Way To Say...

Thanks

For A Job Well Done!

Treat your secretary to our Lunch Buffet during Professional Secretaries Week, April 21–27

VONELLI'S *Italian Cuisine*
4581 N. Prospect Avenue 555-9900

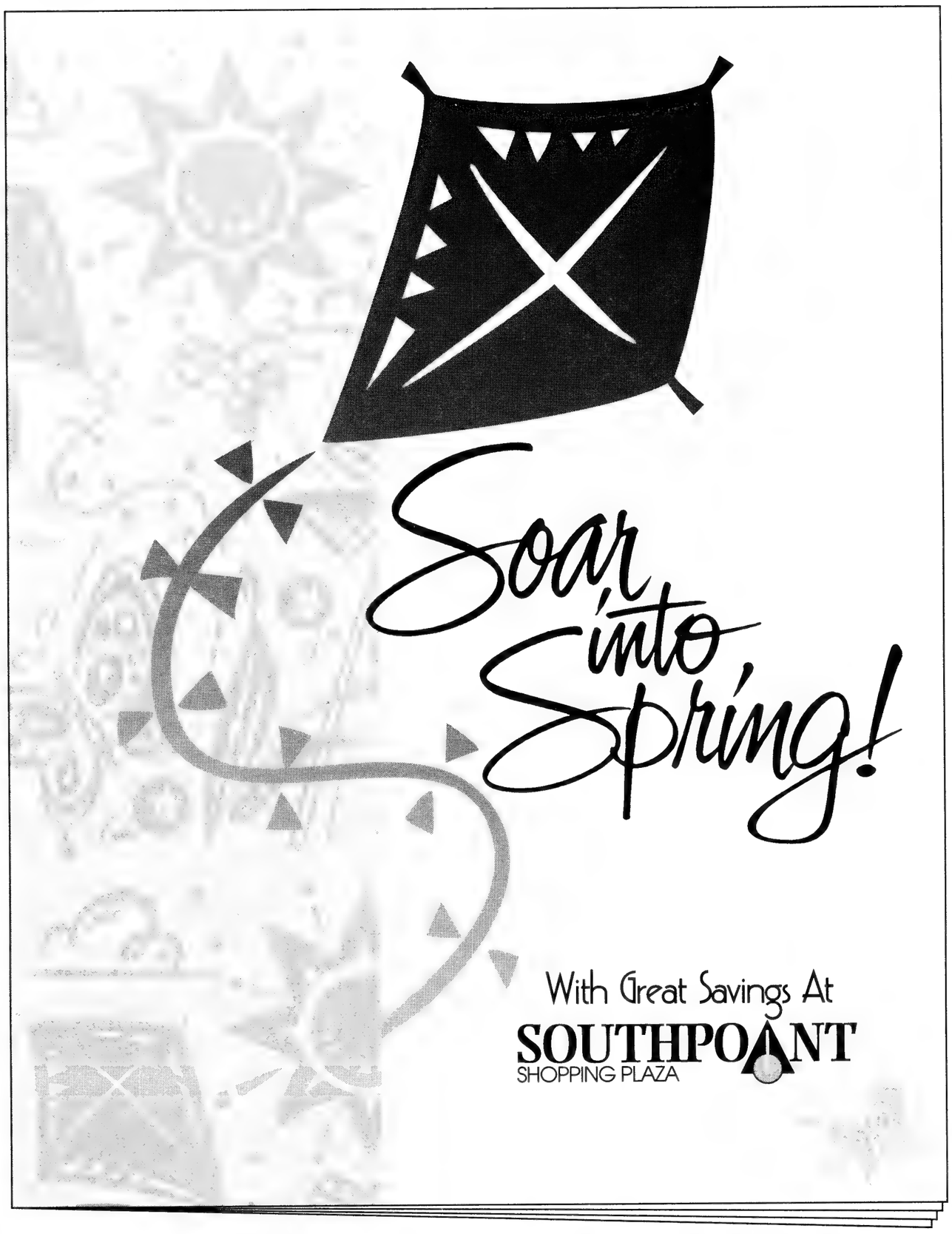
"THANKS" JULY 93 CLIPPER

Don't Get Caught...

...Without The Right Coverage For Your Home.
Call 555-6700

Valley Insurance

HEADLINE APR 88 PRINT MEDIA SERVICE



Soar into Spring!

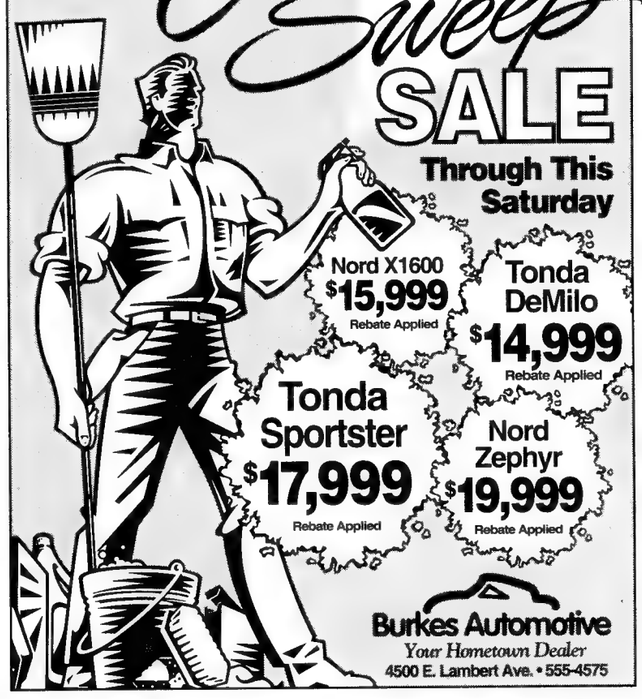
With Great Savings At
SOUTHPOINT
SHOPPING PLAZA

HEADLINE MAR 94 PRINT MEDIA SERVICE

You'll Really Clean Up At Our

Clean Sweep SALE

Through This Saturday



Nord X1600 $15,999 Rebate Applied
Tonda DeMilo $14,999 Rebate Applied
Tonda Sportster $17,999 Rebate Applied
Nord Zephyr $19,999 Rebate Applied

Burkes Automotive
Your Hometown Dealer
4500 E. Lambert Ave. • 555-4575

ART on DEMAND

1-800-227-7048

SPADE JAN. 91 CLIPPER

We're Not Fooling Around

WE'VE GOT THE LOWEST PRICES IN TOWN

THIS SALE ENDS SATURDAY

Myopia Line Trimmer Was $89.99 ..... **Now $68.99**	**Myopia Lawn Mower** Was $139.99 ..... **Now $98.99**	
Toughie Wheelbarrow Was $59.99 ..... **Now $38.99**	**Toughie Utility Cart** Was $49.99 ..... **Now $38.99**	**Toughie Hedge Clipper** Was $29.99 ..... **Now $17.99**
Myopia Seed Spreader Was $69.99 ..... **Now $58.99**	**Kanaga Chain Saw** Was $129.99 .... **Now $108.99**	**GroMore Liquid Fertilizer** Was $19.99 ..... **Now $12.99**
Kanaga RotoTiller Was $109.99 ..... **Now $88.99**	**5 lb. bag BJ Grass Seed** Was $14.99 ..... **Now $9.99**	**Toughie Spade** Was $19.99 ..... **Now $14.99**

222 N. JERSEY AVE. 555-9009

BERNARDS
YOUR LAWN AND GARDEN EXPERTS

OPEN Mon.–Sat. 9–9, Sun. 10–5

CLEAN UP WITH THE CLASSIFIEDS

Whether you're looking for the best bargains in new or used merchandise, or you want to make extra cash by selling your unwanted items, the classifieds are the place to do it! You'll find an incredible selection of vehicles, jewelry, furniture, real estate, antiques, rental property, stereo equipment, and more!

• CALL • **555-8800**

---

take the sting out of shopping...

...for new appliances! Choose from the largest selection of quality appliance brands at the lowest prices in town! Add that to friendly customer service, on-site financing, and on-the-spot repair service, and you'll see why more people shop with us than with any other appliance store in town!

HERMANS
APPLIANCE • CENTRAL
Lakeland Shopping Center
555-8967

---

breeze through...

...the process of choosing a new appliance. Just ask our friendly staff for help. They will assist you in finding the perfect model to fit both your needs *and* your budget, without the high-pressure sales pitch. On-site financing makes buying easier than ever! Come check out all the things that we have to offer today!

HERMANS
APPLIANCE • CENTRAL
Lakeland Shopping Center
555-8967

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brighten your day...

...when you come home and find you have less to do around the house! Labor-saving appliances like a microwave oven or a dishwasher can cut down on preparation and clean-up time and leave more time for the important things in life, like spending time with family. Come see us today!

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APPLIANCE • CENTRAL
Lakeland Shopping Center
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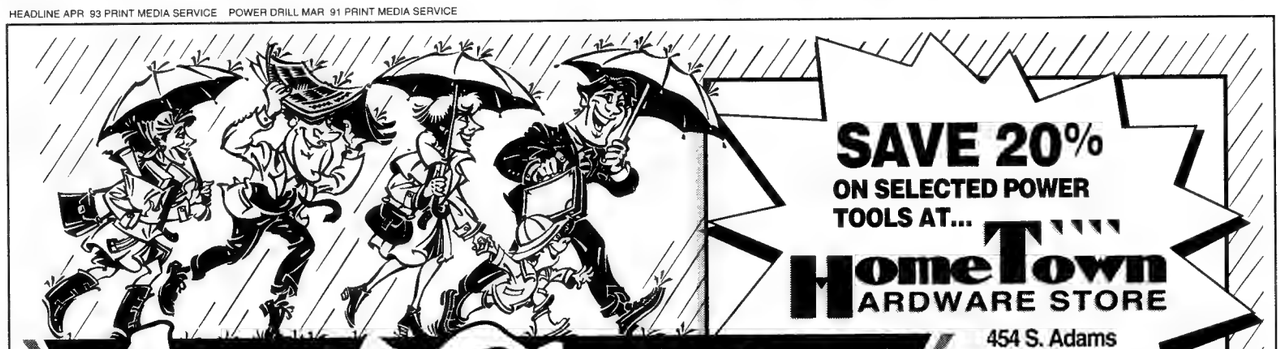
HEADLINE APR 93 PRINT MEDIA SERVICE POWER DRILL MAR 91 PRINT MEDIA SERVICE



SAVE 20%
ON SELECTED POWER TOOLS AT...
HomeTown HARDWARE STORE
454 S. Adams
555-9008

April Shower OF $AVING$

1 gal. Hito Latex Paint $11.89	24 ct. Garbage Sacks $4.89
3 roll pk. Ace Duct Tape $2.89	Tuffy Claw Hammer $10.89
Tuffy Screwdriver Set $8.89	Bimmler Saw Lube $5.89

STATNER POWER DRILL
Was $72.50
NOW ONLY
$57.99

STATNER TABLE SAW

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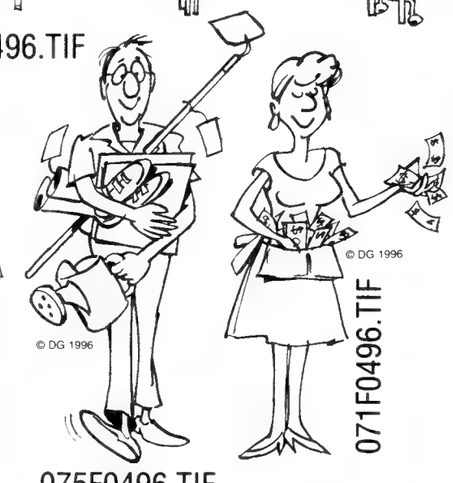

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084F0496.EPS

BURST AUG. 93 PRINT MEDIA SERVICE PUEBLO SYMBOL MAR. 94 CLIPPER

HUNGRY for Savings?

It's All On Sale Thru Saturday!

50% off
All In-Stock Dining Room Sets

Take An Additional 20% off The Price Of Any Previously Reduced Merchandise

Alameda **Sleeper Sofa**	$889	Southern Style Full **Brass Bed**	$649
Lomalinda **Loveseat**	$649	Viva France **Bistro Set**	$239
Kickback **Recliner**	$369	Quality Made **Bar Set**	$429
Wendt Queen Anne **Chair**	$249	Wendt Kitchen **Table Set**	$569
Lomalinda **Sofa**	$749	Wentworth **Bedroom Set**	$989
Quality Made Oak **End Table**	$109	Alameda **Sectional**	$679
EZ Sleep Twin **Mattress Set**	$249	Bixley Lighting **Lamp Set**	$109
Oak Veneer **Chifforobe**	$549	Quality Made Oak **Highboys**	$449
Quality Made Oak **Nightstand**	$109	Bledsoe **Cedar Chest**	$349

MI CASA HOME FURNISHINGS
4555 Southwest Pintura Parkway
M–F 10–9, S & S 10–6 • 555-CASA

HEADLINE APR. 94 PRINT MEDIA SERVICE SPOTLIGHT SYMBOL AUG. 95 CLIPPER

Spring Shower OF SAVINGS

Give Your Kids A New Spring Style!

Throughout the month of April, pay for one child's haircut and get a second child's haircut absolutely free!

Offer good thru April 30, 1996. Offer not combinable with any other offer or discount.

Spotlight Hair Creations
155 North Sycamore Lane
555-HAIR

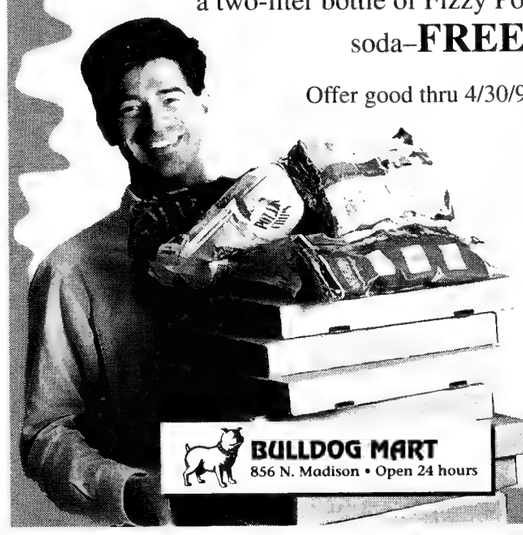
HEADLINE AUG. 94 PRINT MEDIA SERVICE BULLDOG SYMBOL MAR. 95 CLIPPER

Come and GET IT

Throwing a party? *Don't forget the drinks!*

Get everything you need for a great party in one convenient stop. Purchase $10 worth of party foods (pizza, chips, crackers, cookies,or dip) and get a two-liter bottle of Fizzy Pop soda–**FREE!**

Offer good thru 4/30/96



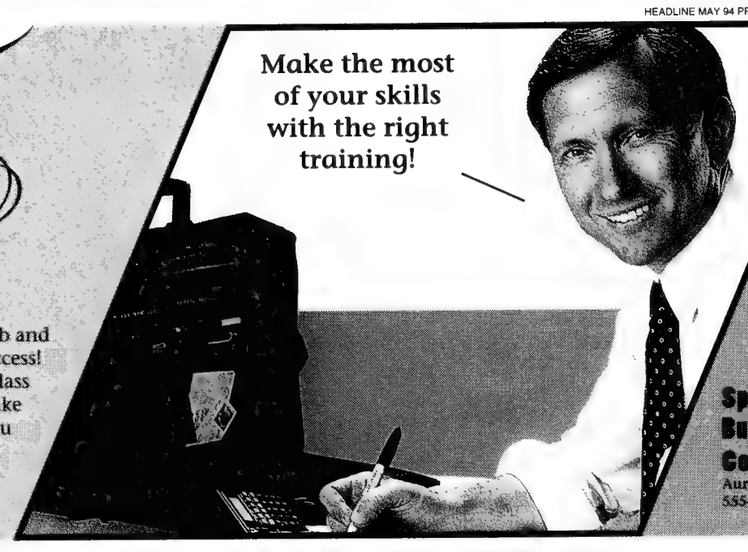
BULLDOG MART
856 N. Madison • Open 24 hours

HEADLINE MAY 94 PRINT MEDIA SERVICE

Here's to Your Success

Get out of that dead-end job and start your way up the ladder of success! Convenient day and evening class schedules plus low tuition costs make it easy for you to take the courses you need to get your career in high gear. Registration is quick and easy with Dial-A-Class. Call 555-3456 for details.

Make the most of your skills with the right training!



Spademore Business College
Aurora, Illinois
555-4324

HEADLINE AUG. 93 PRINT MEDIA SERVICE

BEAUTIFUL BARGAINS

Celebrate this season with springtime savings!

30% off
Women's Spring Designer Dresses
From Ames, Frenchie, and Sedan.
Reg. $49.99–$179.99

20% off
Men's Pamida 100% Cotton Dress Shirts
Choice of solids or stripes.
Reg. $29.99–$79.99

50% off
Men's and Women's Athletic Shoes
From FitNess, Wembley, and Jay
Reg. $49.99–$189.99

40% off
Lush 'n' Plush 100% Cotton Bath Towels
In fashion solids or stripes.
Reg. $17.99

40% off
Women's Pierre Tandin Handbags
Choice of six styles.
Reg. $49.99–$89.99

30% off
Men's LongWear Dress Socks
Package of three pairs.
Reg. $9.99

20% off
All In-Stock Women's Workout Apparel
From FitNess, Wembley, and Jay.
Reg. $29.99–$109.99

60% off
Selected Women's Dress Shoes
From Happy Toes and Winslow.
Reg. $49.99–$129.99

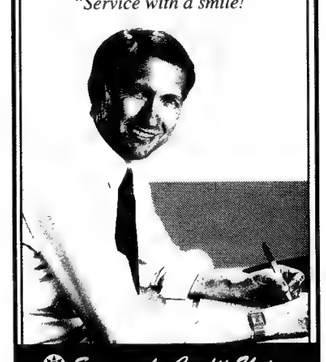
50% off
Men's Beckham 100% Cotton T-Shirts
Package of three shirts.
Reg. $17.99

This special sale ends Saturday

Cunningham & Company
6737 North Lincoln Mon.–Sat. 10–9, Sun. 11–6

We're Happy To Serve You

If you're tired of cold, impersonal service from other financial institutions, then you need to bank with us. You get fast, personal service from friendly faces, *plus* you get high-interest savings accounts, interest-earning checking accounts, and access to a discount brokerage service. Get what you need and what you want in one convenient stop– get *"Service with a smile!"*



Sunnyvale Credit Union
966 East Farming Lane • 555-BANK

CLOUD TEXTURE APR. 92 CLIPPER NATIVE AMERICAN SYMBOL JUNE 93 CLIPPER

Serious Savings

It's Our Loose Gem And Mounting Sale!

30–50% OFF

Selected Gemstones and Gold, Silver, or Platinum Mountings

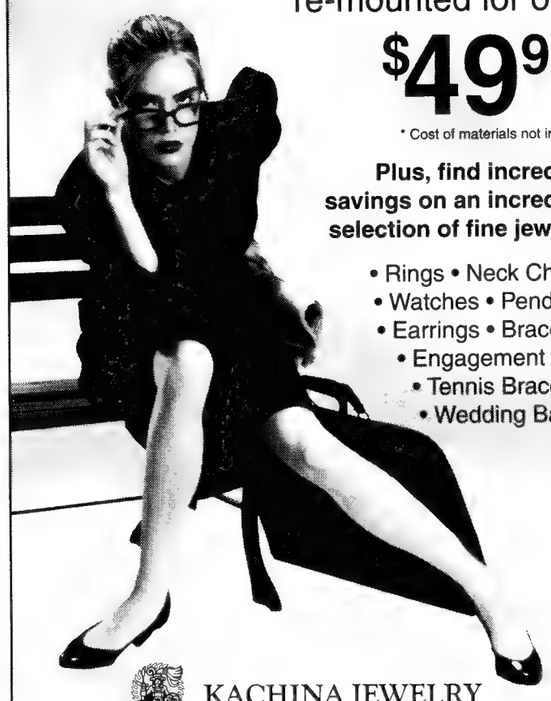
Or, for a limited time, have a diamond or other gemstone re-mounted for only

$49.95*

* Cost of materials not included.

Plus, find incredible savings on an incredible selection of fine jewelry.

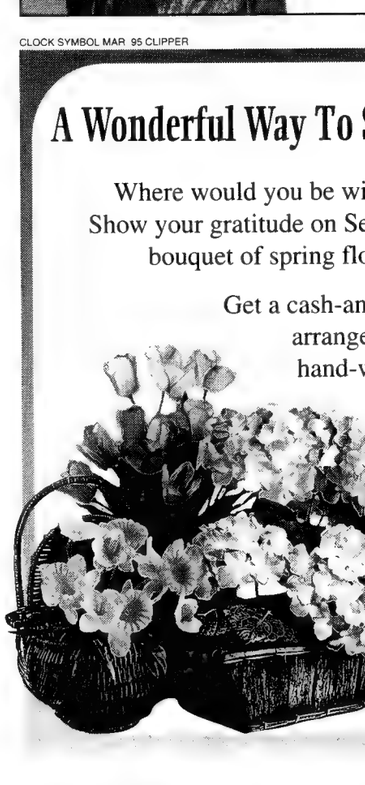
- Rings • Neck Chains
- Watches • Pendants
- Earrings • Bracelets
- Engagement Sets
- Tennis Bracelets
- Wedding Bands



KACHINA JEWELRY
8769 W. Layfayette Dr. • M–S 10–6

RAIN DROPS JUNE 92 CLIPPER WOLF AND MOON SYMBOL OCT. 94 CLIPPER

Prices Are FALLING



Save 25%
- Garden Tools
- Mulch
- Flower Bulbs
- Wheelbarrows
- Fertilizer
- Grass Seed
- Seedlings

Save 30%
- Cordless Drills
- Power Sanders
- Circular Saws
- Outlet Strips
- Wet/Dry Vacs
- Hand Trucks
- Wood Lathes

Sale ends April 30th

Wolferman Hardware
778 Gardener Road • 555-5725

CLOCK SYMBOL MAR. 95 CLIPPER

A Wonderful Way To Say Thank You...

Where would you be without your secretary? Show your gratitude on Secretaries' Day with a bouquet of spring flowers or a gift basket.

Get a cash-and-carry spring flower arrangement in a decorative, hand-woven basket for only

$8.95

Sale ends Wednesday, April 24

Limit two per customer

Time Pieces
flower & gift shop
642 N. Jefferson • 555-4727

ANCHOR SYMBOL JAN 95 CLIPPER

Now tell me again...

How Much Will I Save?

This special sale ends Sunday

Get the latest fashion looks at the lowest prices anywhere!

Heads always turn when you wear the hottest designer fashions. We carry everything from kicky little cocktail dresses to snazzy and sophisticated dress suits and formal wear, plus incredible accesssories. We have the perfect designs to fit your personal style to a "T." Step out and make a statement–without saying a word!

Save From 20–40% On All In-Stock Accessories

Anchor Fashions
457 West Westley Ave.
M–S 10–8 • 555-9987

CD-ROM EPMS04/96

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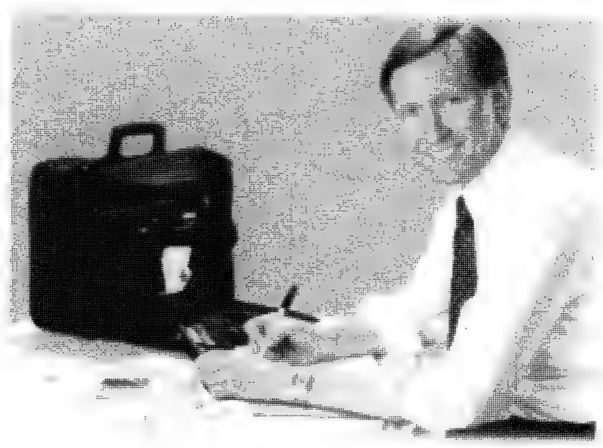
010REFLECTED



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Photos are offered in 170 dpi and 300 dpi formats.
High-resolution (300 dpi) files are denoted with an "H" on your CD.

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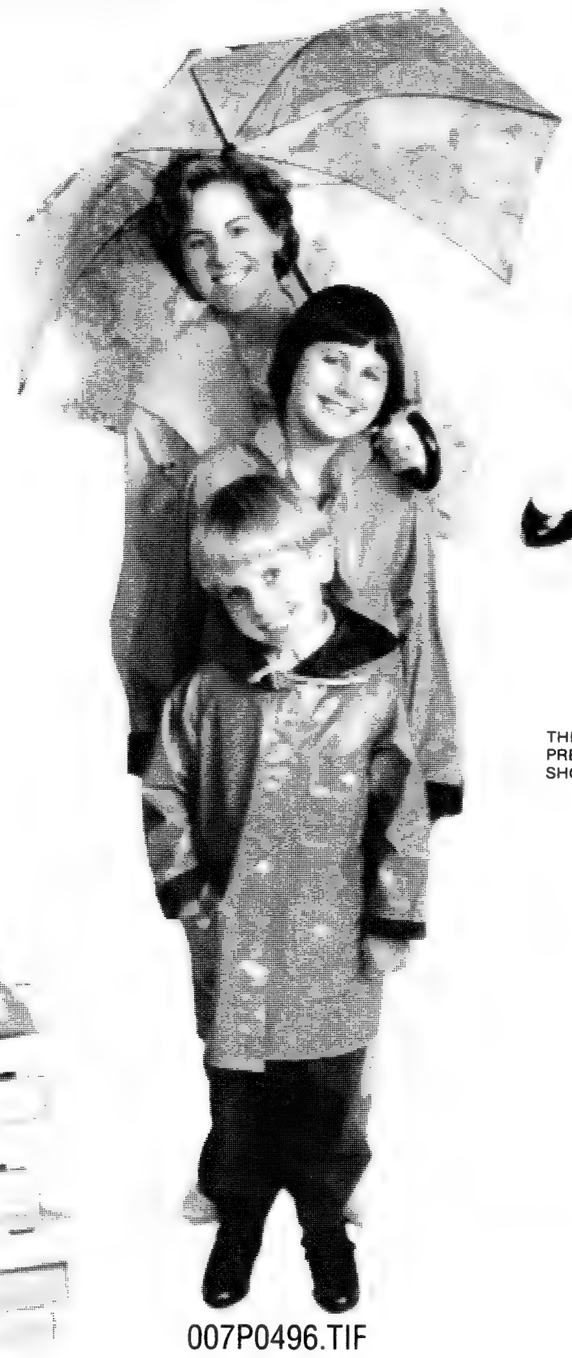

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THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.

Note: Numbers identify images for Electronic PMS subscribers.

Tent Sale Prices Good This Friday, Saturday, And Sunday Only

Special On-Site Financing Available,* Generous Trade-In Allowances

TENT SALE

STEP RIGHT UP AND SAVE BIG!

Prices Slashed On New Cars, Trucks, And Vans

If you've been waiting for the very best deals on the hottest cars, trucks, and vans, then now is definitely the time to buy! Choose from the largest selection of quality autos at the lowest prices in the area.

WESMONT AUTO SALES

HEADLINE OCT 95 PRINT MEDIA SERVICE

try A Slice

Our Lunch Buffet offers six varieties of pizza by the slice, a huge salad bar, and a dessert bar, all for only

$4.95

TONY'S PIZZA
1290 N. Westmont

HEADLINE AUG. 91 CLIPPER

OPEN HOUSE

Saturday, April 6
10 a.m. to 4 p.m.

Come see the largest selection of fresh flowers, potted plants, and unique gift items in town!

Flower Corner
2332 W. Columbia
Ph. 555-ROSE

Full-color printing not in your budget? No problem!

Print Media Service color separations don't have to be printed in full-color. You can use just one of the plates to print in a single color, or use two of the plates to create a duotone. On the example shown below, the black plate is printed in black and the magenta plate is printed in Pantone #354.

The Joke's On Us!

We're Overstocked, And We Need To Make Some Room

Thru Sunday, we've slashed prices 20 to 50% to make room for new merchandise!

WASHINGTON VARIETY
848 S. Sadie • Free Off-Street Parking

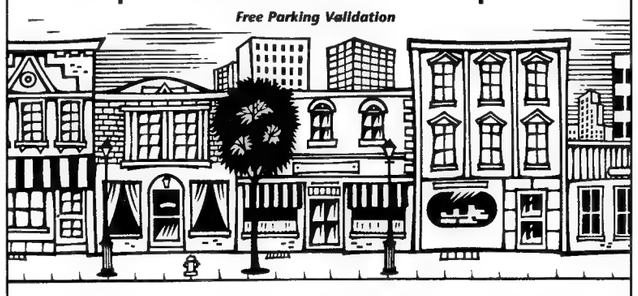
Indoor Sidewalk Sale

Take advantage of incredible savings on clothing, accessories, shoes, housewares, home furnishings, and so much more!

This Thursday, Friday, And Saturday Only

Special Sale Hours From 8 a.m. to 8 p.m.

Free Parking Validation



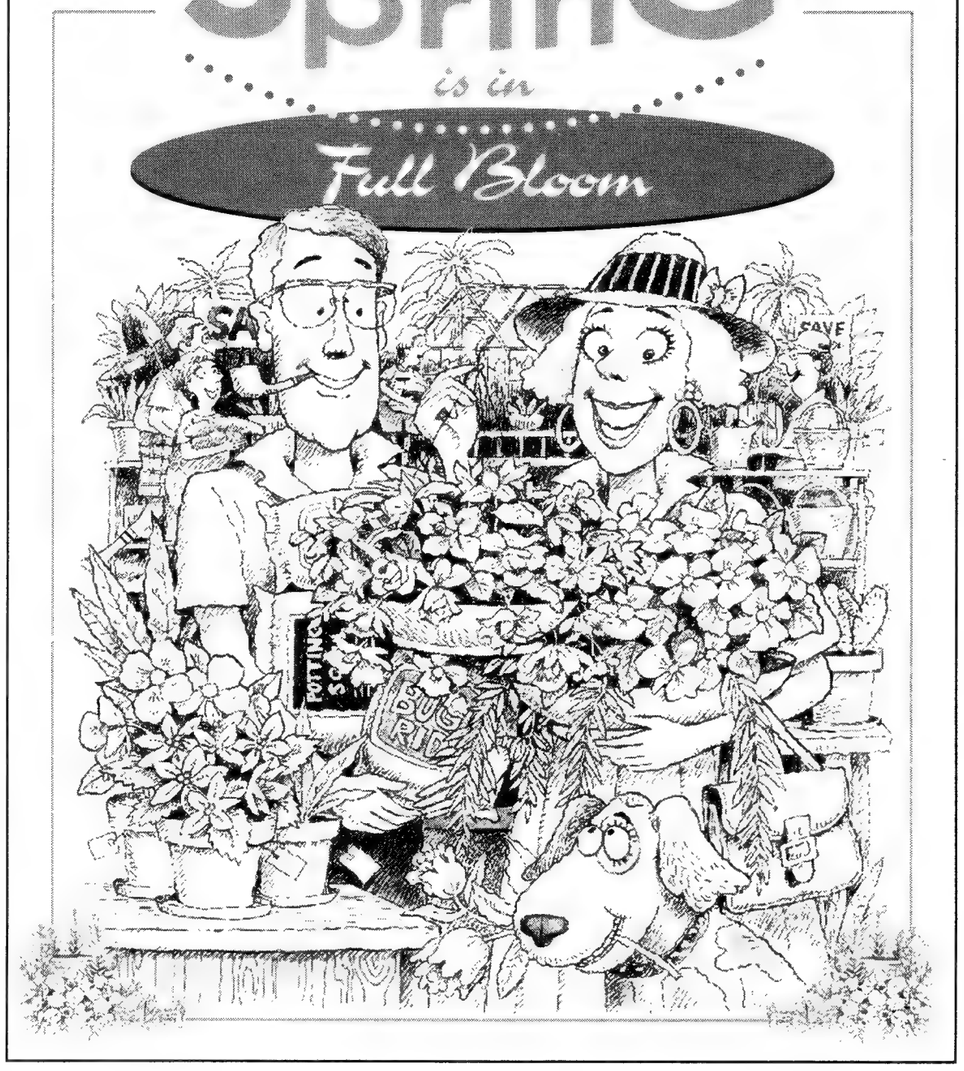
Oak & Main Streets **Main Street Plaza** M–F 9–9, S & S 10–5

Supplement to The Daily Argus
Sunday, April 7, 1996

SprinG

is in

Full Bloom



CUT OUT PAYING Department Store Prices

COUPON COUPON COUPON COUPON

Current SFO Club Members
and those who join the SFO Club during April

$5 OFF One Pair of Shoes

Choose from hundreds of dress, casual, and athletic shoes, plus dress, hiking, and work boots. This offer excludes previously reduced merchandise. This offer not valid with other coupons or discounts. **Coupon expires 4/30/96.**

SPENDLESS • FACTORY OUTLET •

BLACK PLATE

003D0496.TIF (Large Format)
004P0496.TIF (Gray Scale)

004D0496.TIF (Small Format)
004H0496.TIF (High Resolution/Gray Scale)

COLOR PLATE

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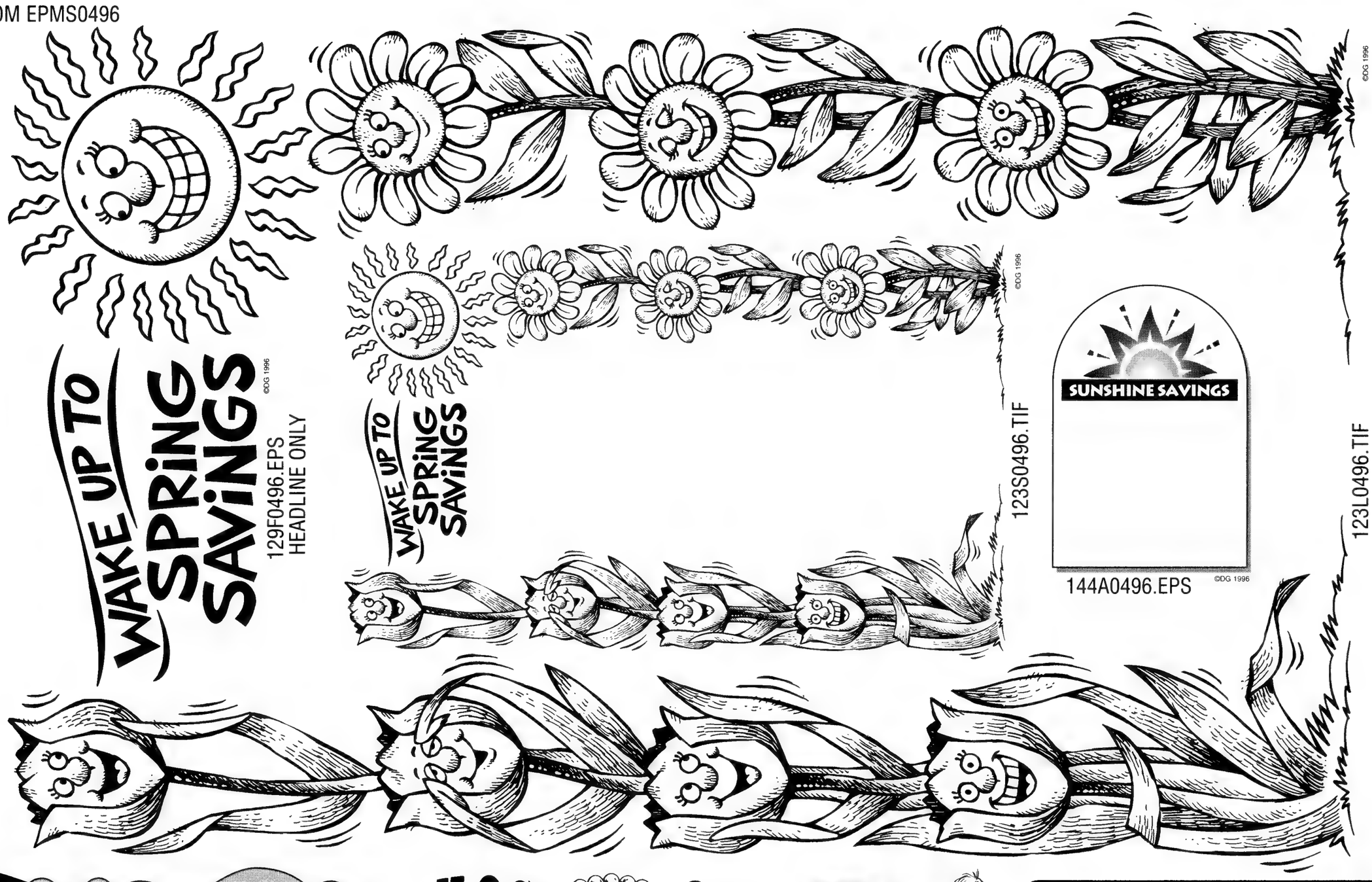
WAKE UP TO SPRING SAVINGS
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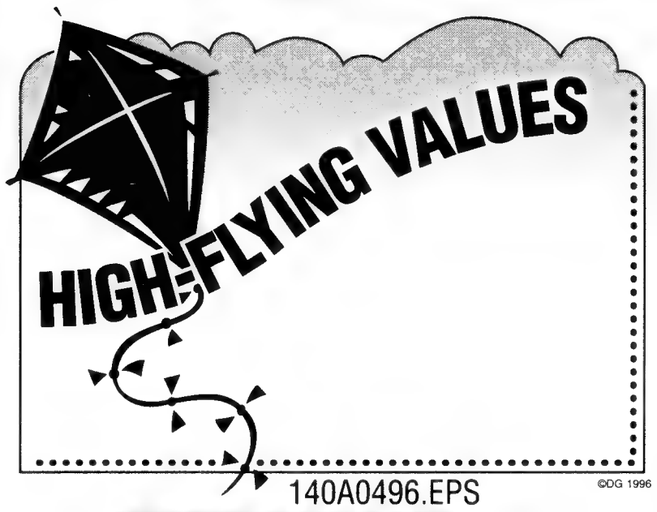
129F0496.EPS
HEADLINE ONLY
WAKE UP TO SPRING SAVINGS
©DG 1996
123S0496.TIF
SUNSHINE SAVINGS
144A0496.EPS
©DG 1996
123L0496.TIF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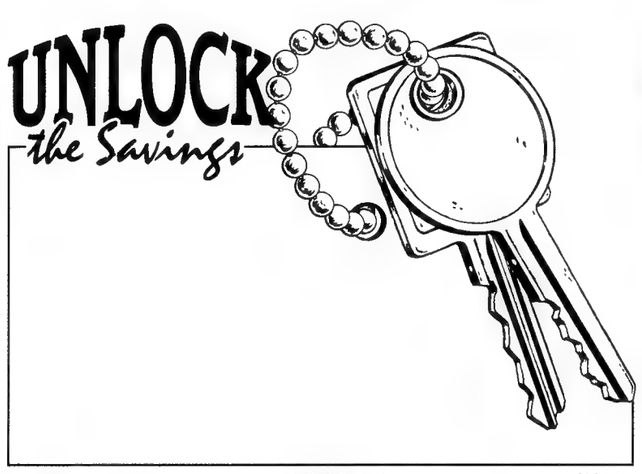
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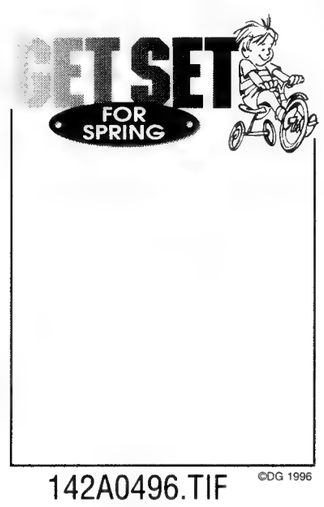
©DG 1996


GET SET
FOR SPRING
142A0496.TIF
©DG 1996

for your Special Evening
143A0496.TIF
©DG 1996

Here's An Offer You CAN'T Refuse
128F0496.EPS
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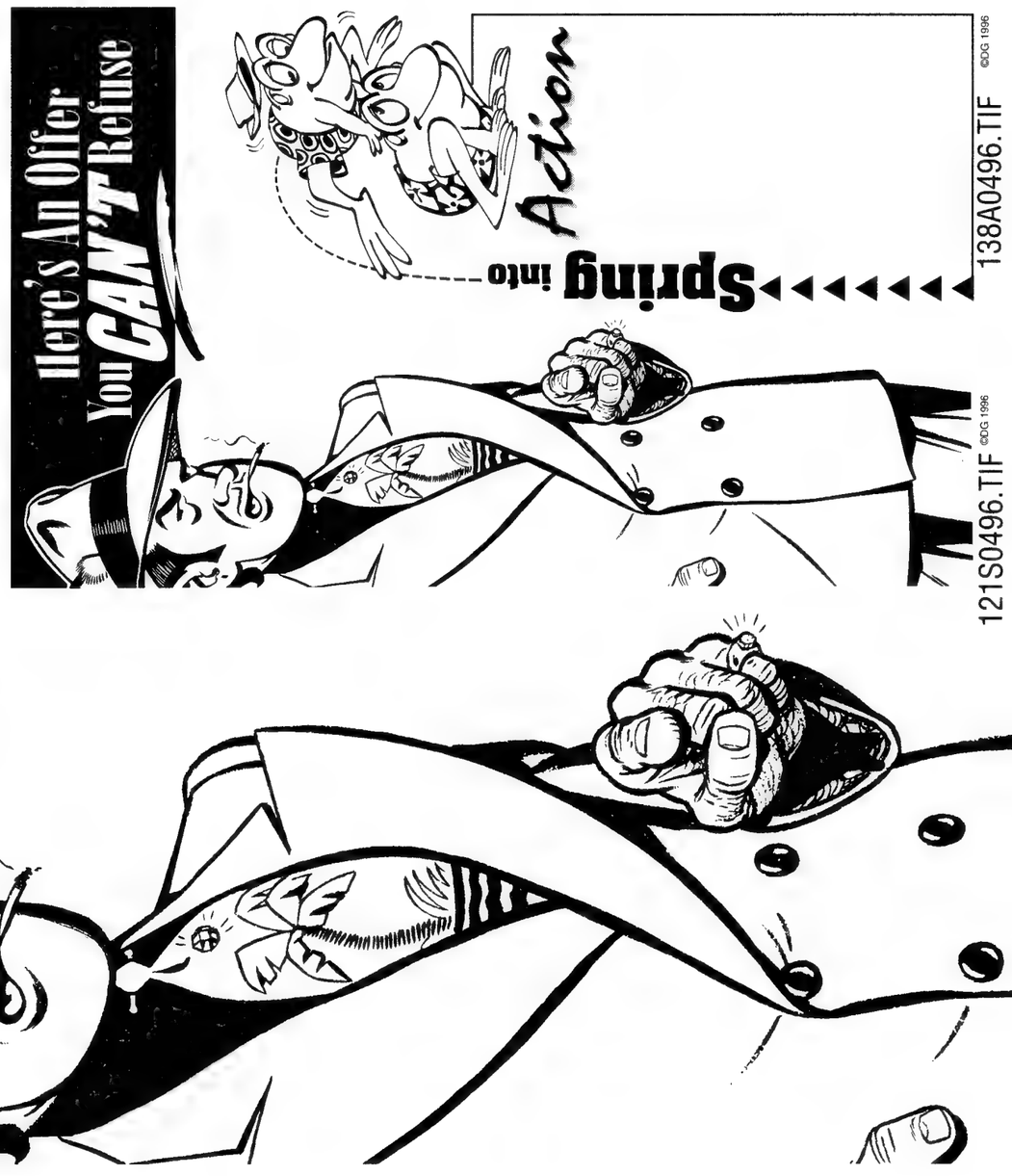
Here's An Offer You CAN'T Refuse
Spring into Action
138A0496.TIF
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121S0496.TIF
©DG 1996

SPRING Specials
139A0496.EPS
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121L0496.TIF
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APRIL FOOL'S DAY SALE

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125L0496.TIF ©DG 1996

SHAPE UP And Save

150A0496.EPS ©DG 1996

POUR on the SAVINGS

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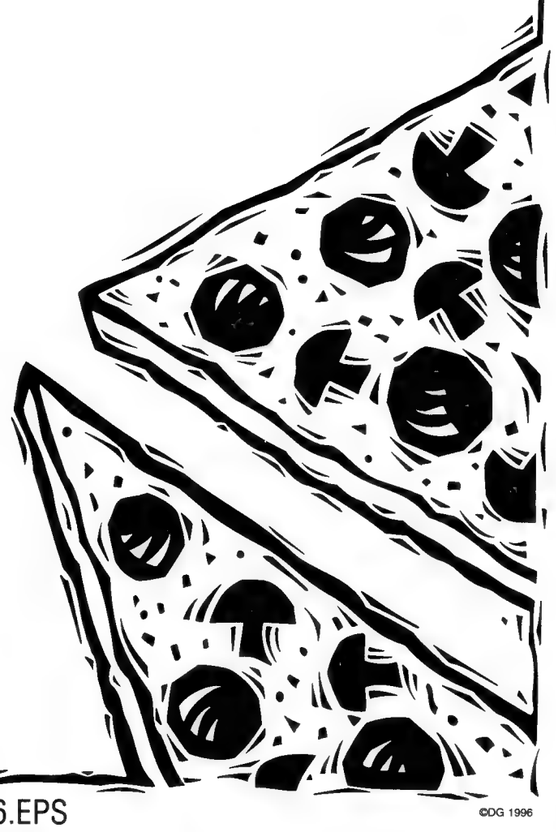
GREAT DEALS
any way you slice it!

SWING into SPRING

152A0496.TIF ©DG 1996



124G0496.EPS ©DG 1996

DEALS ON WHEELS

155A0496.EPS ©DG 1996

CUT OUT PAYING
Department Store Prices

133F0496.EPS ©DG 1996

Your guide to SPRING Car CARE

136F0496.EPS ©DG 1996

SprinG is in Full Bloom

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Your Car Care HEADQUARTERS

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RAINY DAY SAVINGS

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Spring Specials!

131F0496.EPS
HEADLINE ONLY

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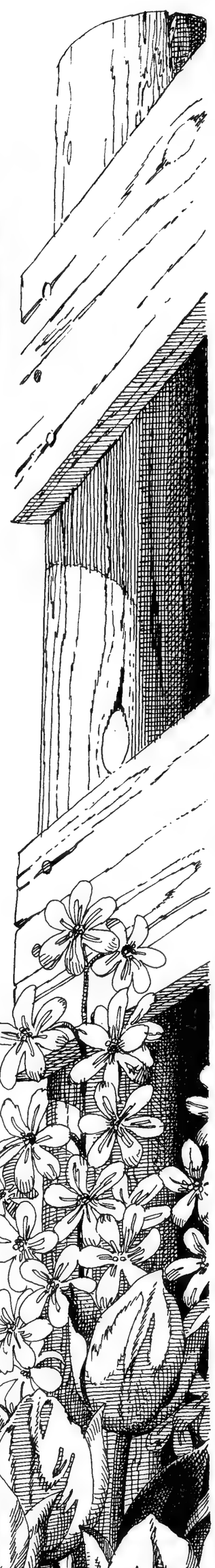

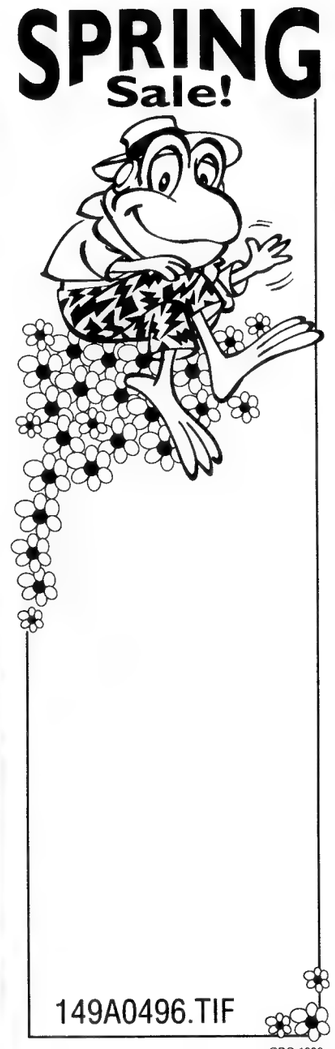

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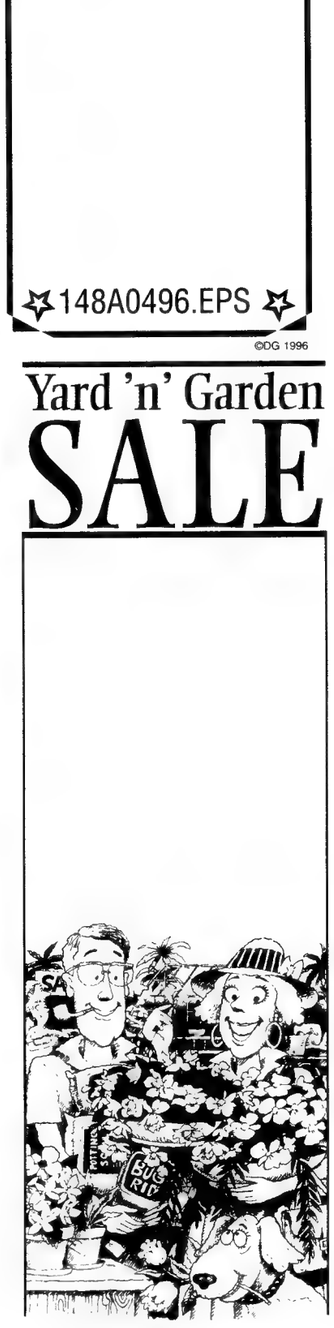

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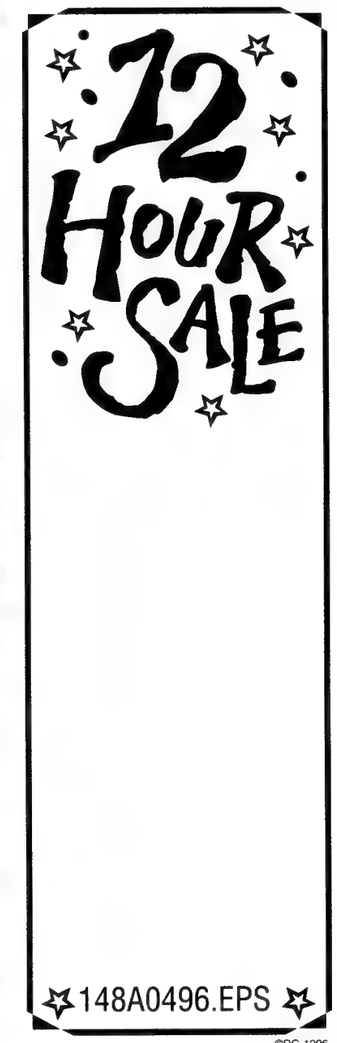

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Yard 'n' Garden
SALE

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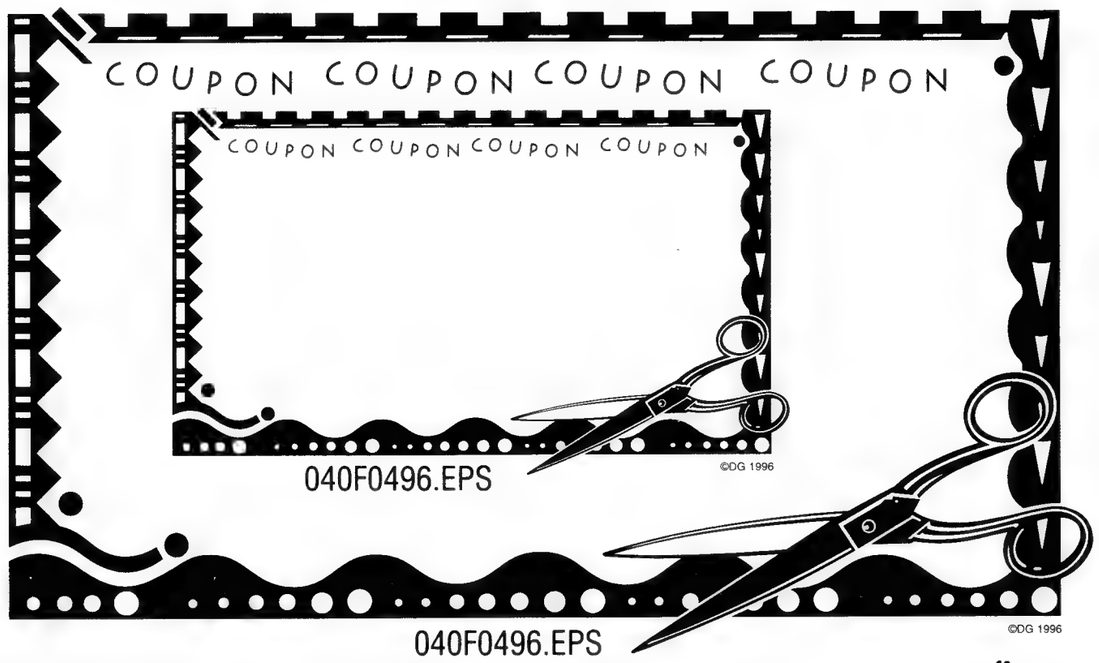
CD-ROM EPMS0496

Note: Numbers identify images for Electronic PMS subscribers.



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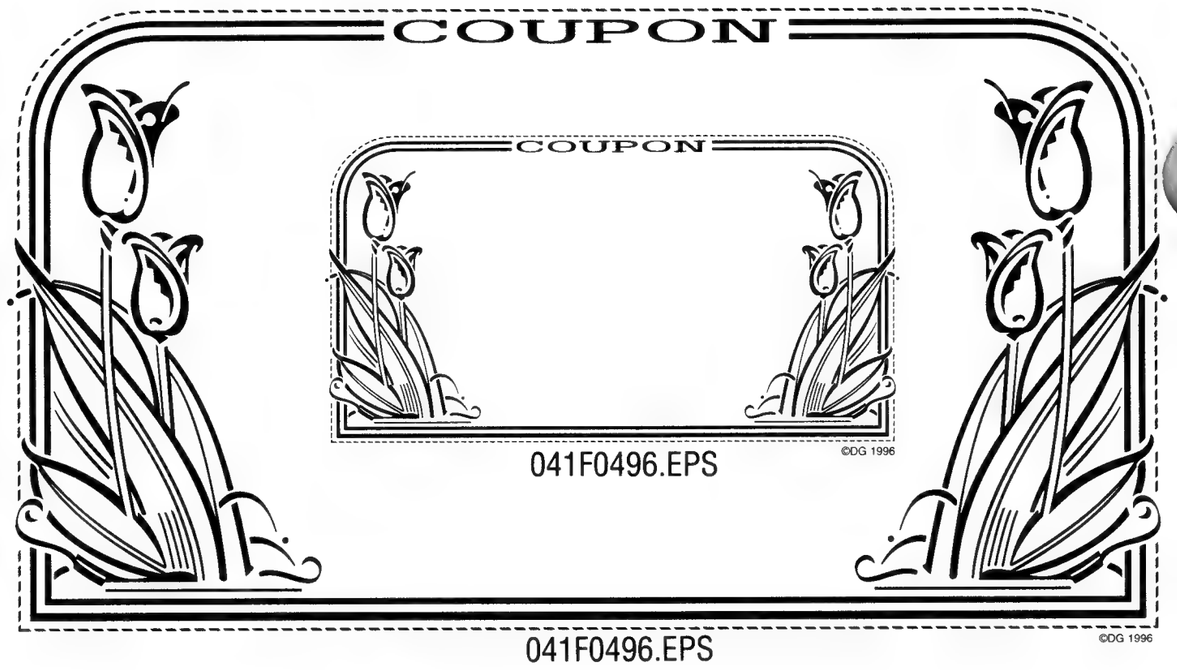

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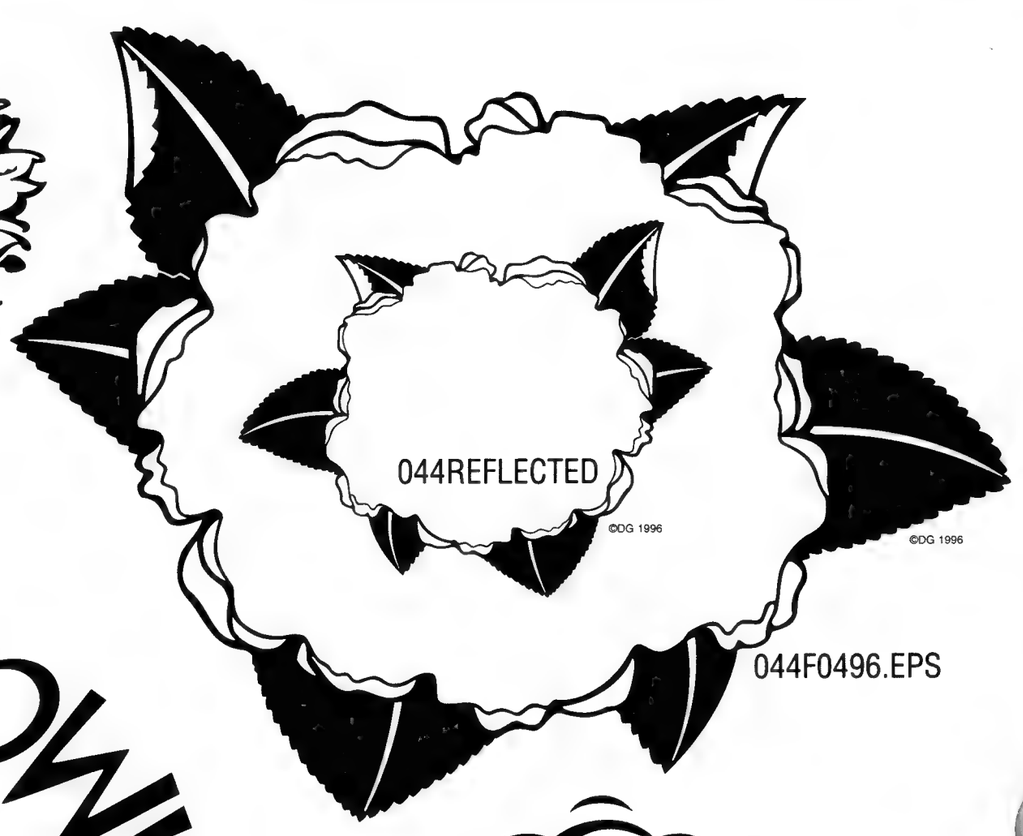

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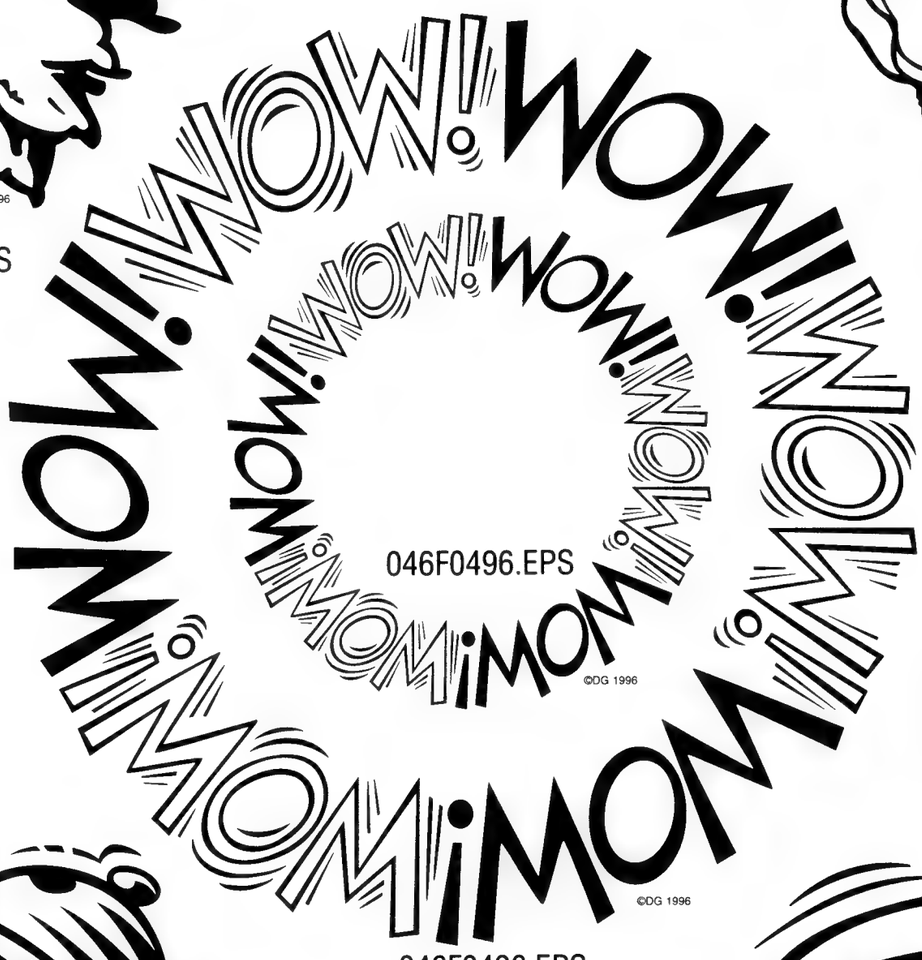

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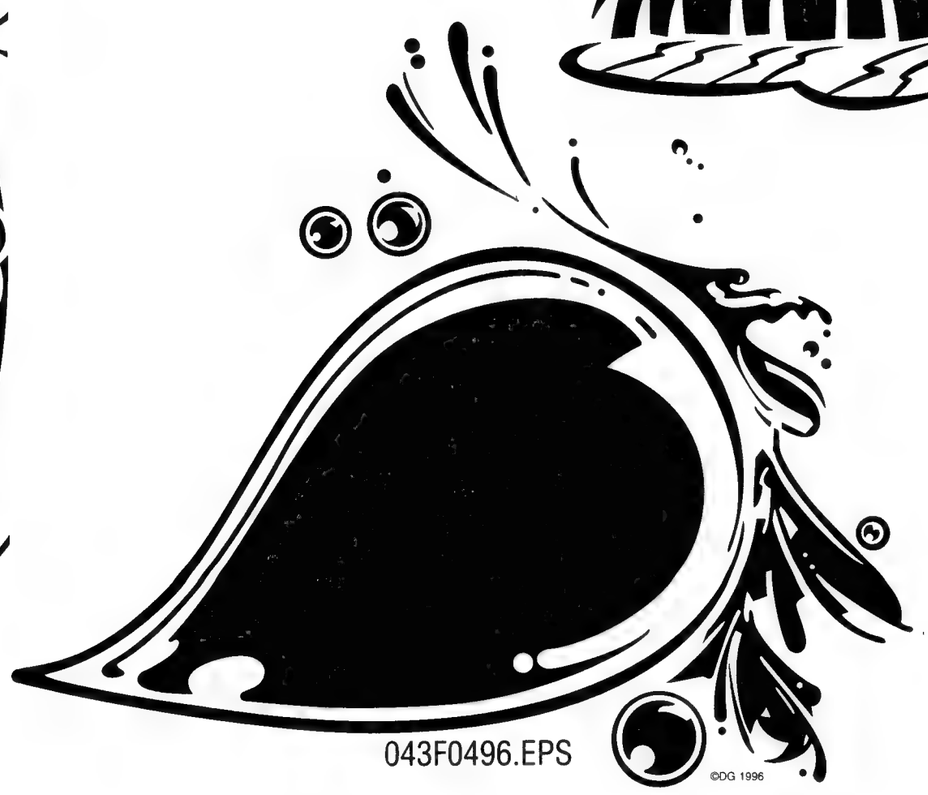

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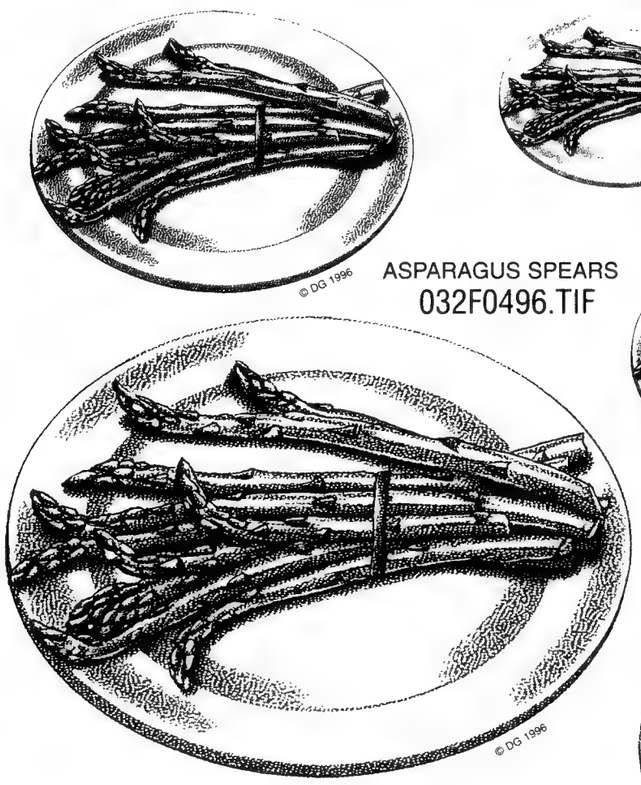

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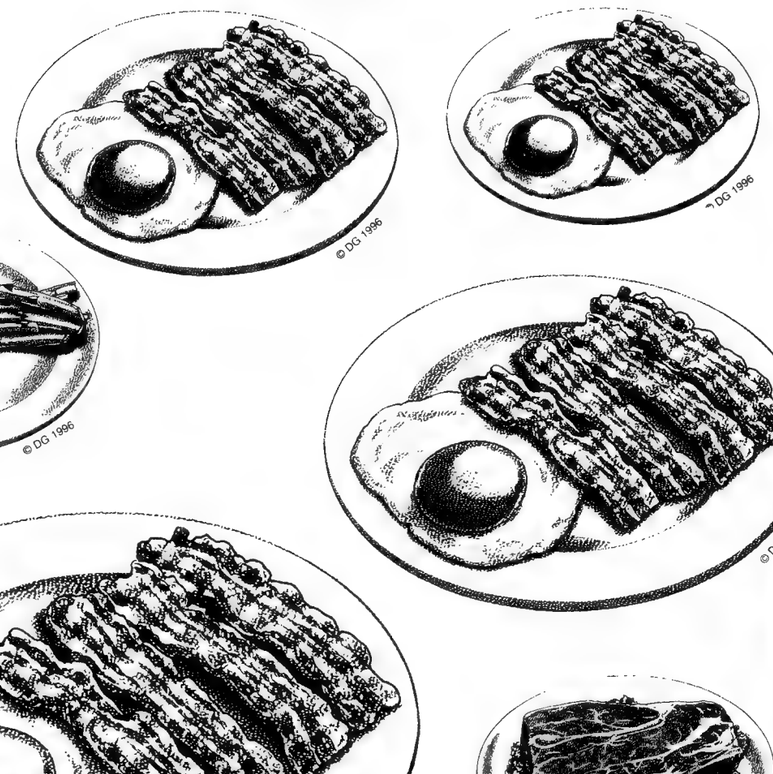

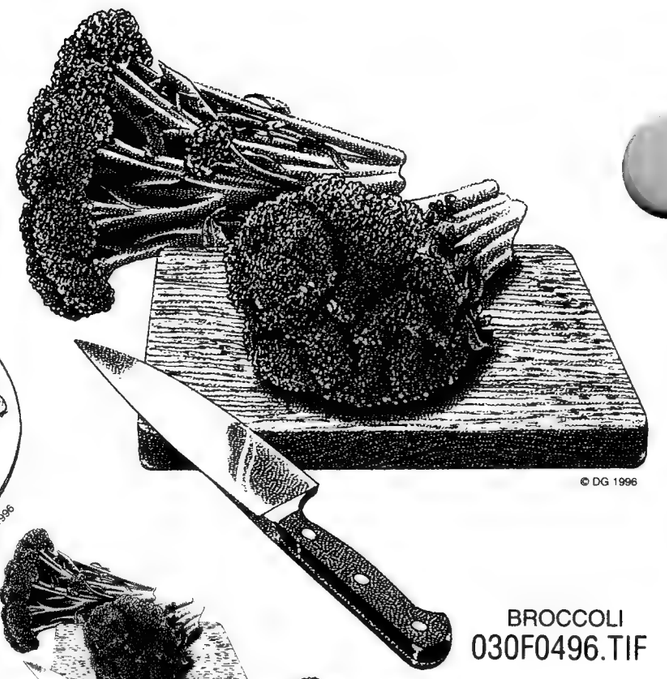

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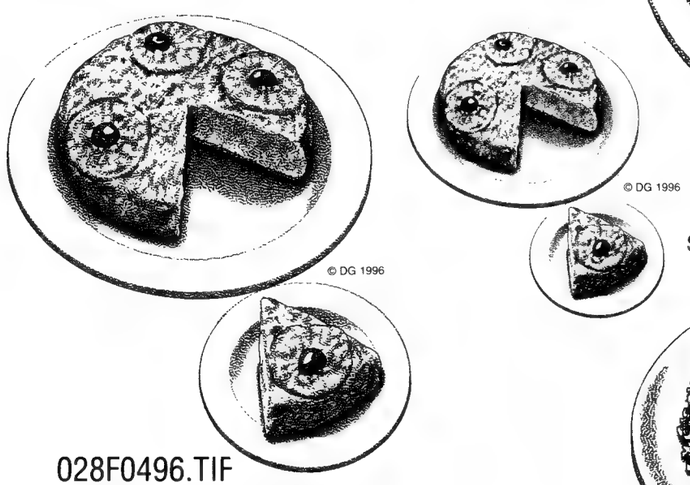
PINEAPPLE UPSIDE DOWN CAKE



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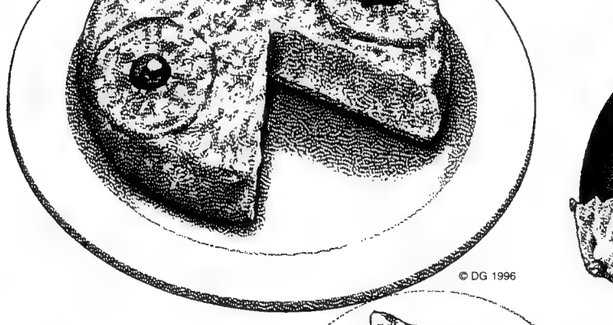
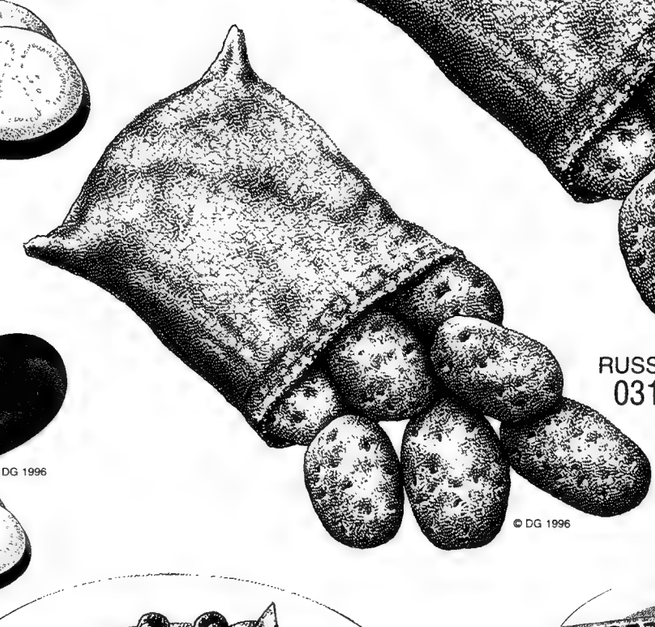
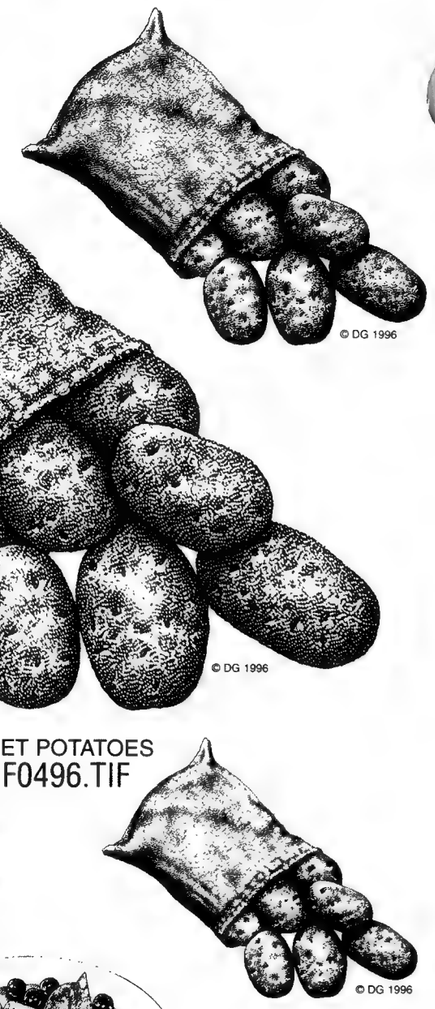
SEVEN-BONE BEEF CHUCK ROAST



027F0496.TIF EGGPLANT





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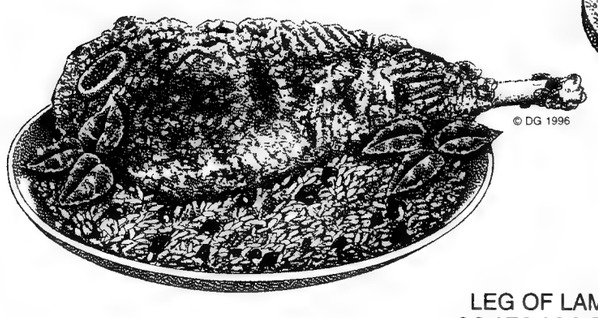

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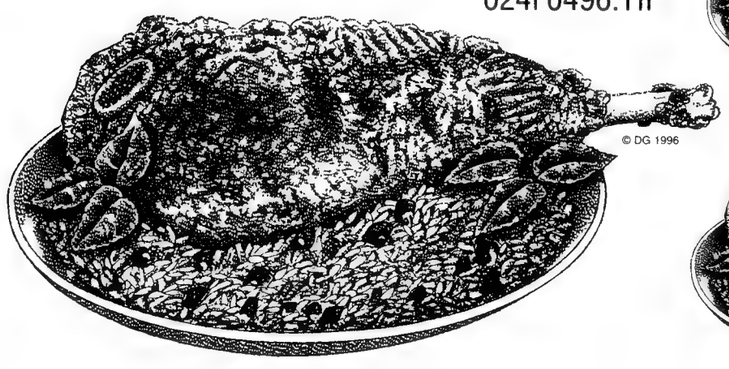

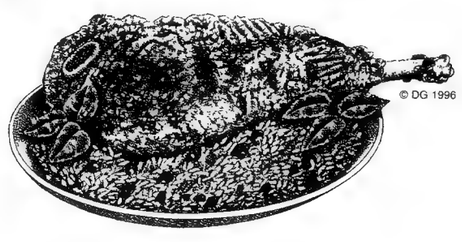

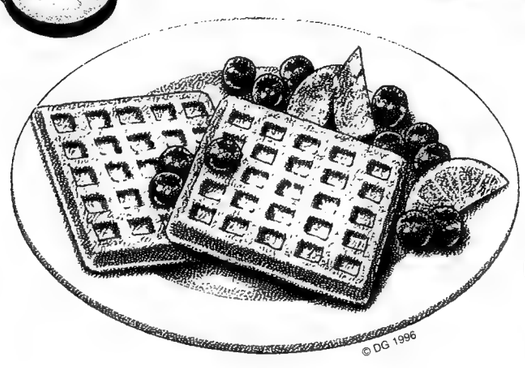

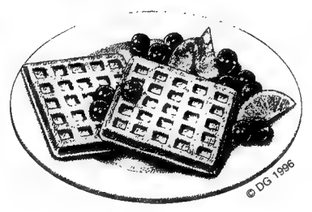

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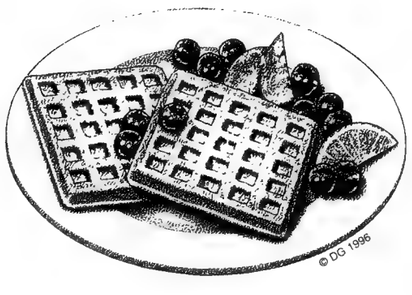

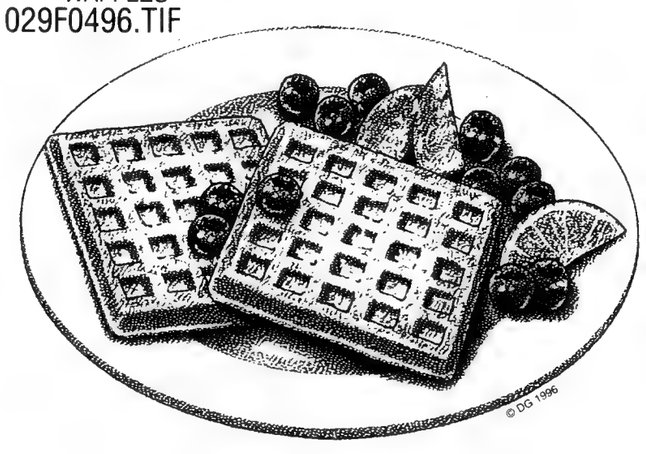

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Quarterly Promotional Tie-Ins

Special days, events, observances, and seasonal themes are strong linage builders! These quality, contemporary illustrations provide timely tie-in "hooks" for up-to-the-minute promotions. Or, use the art for other non-related advertising purposes. To find out more about these events, and to get officially sanctioned information, art, lettering, and promotional materials from the events' sponsors, consult *Chase's Calendar Of Events*, published annually by Contemporary Books, Inc. For more information, call or write:

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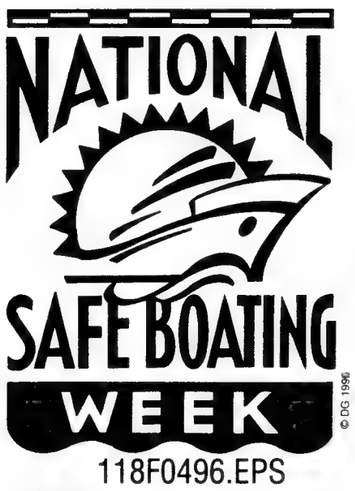

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An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

MINIATURE GOLF

033F0496.TIF

033F0496.TIF

035REFLECTED
SIDEWALK FLOWER CART VENDOR

035F0496.TIF

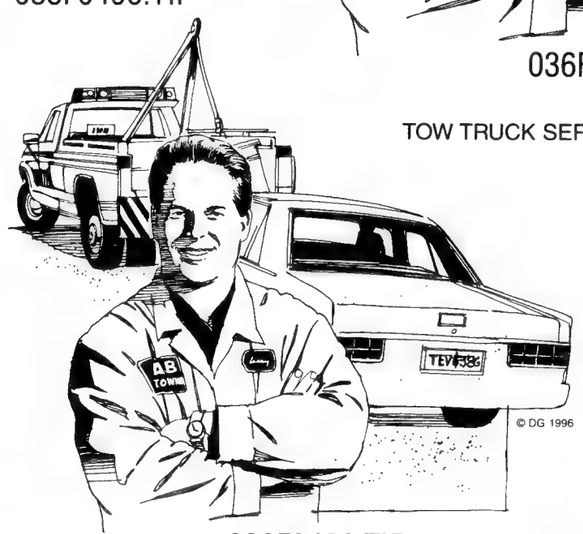
033F0496.TIF

036F0496.TIF

037F0496.TIF

035F0496.TIF

TOW TRUCK SERVICE



036F0496.TIF

036F0496.TIF

037REFLECTED
TREE TRIMMING SERVICE

039F0496.TIF

COMMUNICATION SYSTEMS

034F0496.TIF

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034REFLECTED

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DINNER THEATRE

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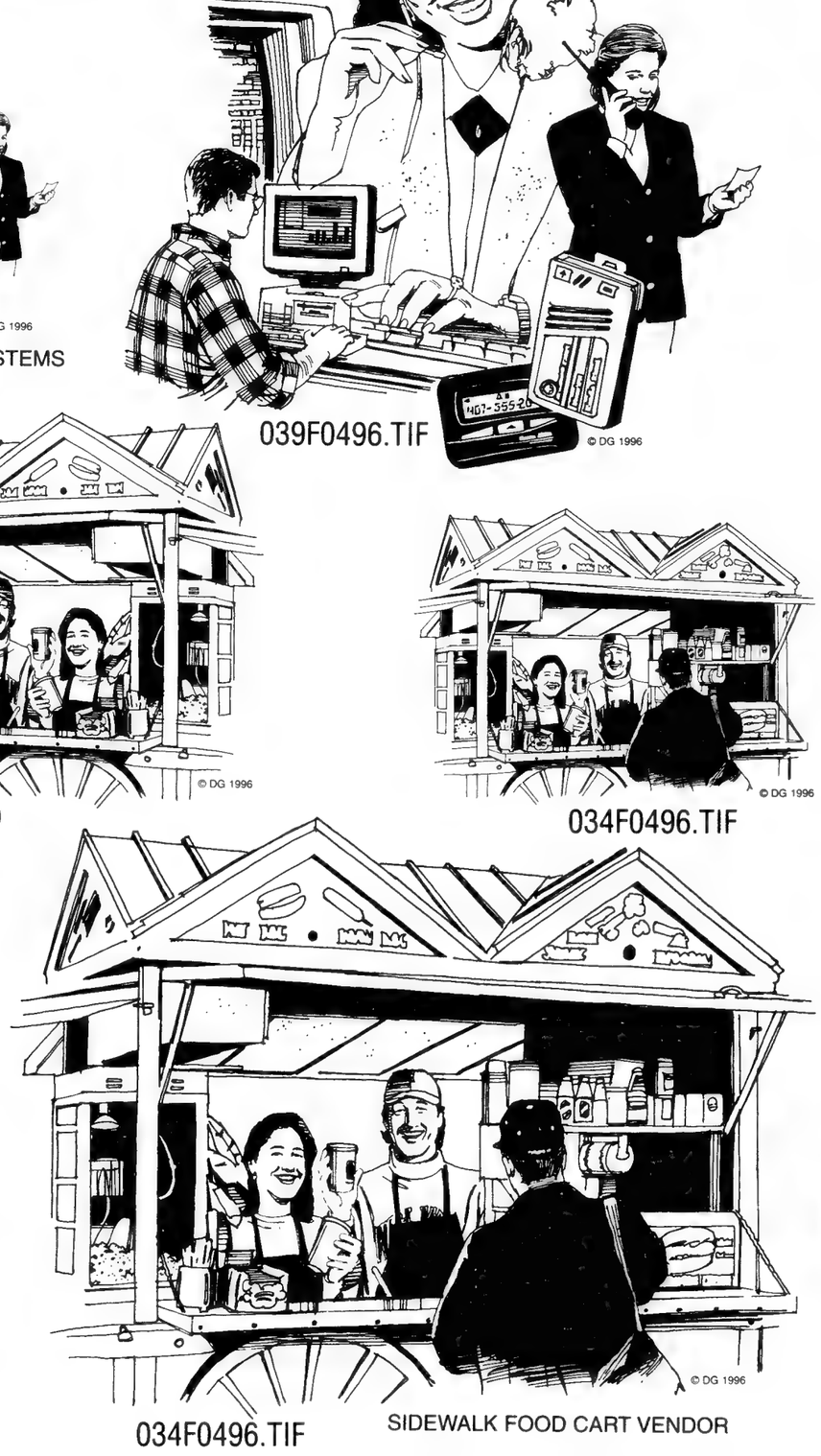

034F0496.TIF SIDEWALK FOOD CART VENDOR

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001C0496.EPS (Color Separated, Large Format)
002C0496.EPS (Color Separated, Small Format)

001C0496.TIF (Large Format)
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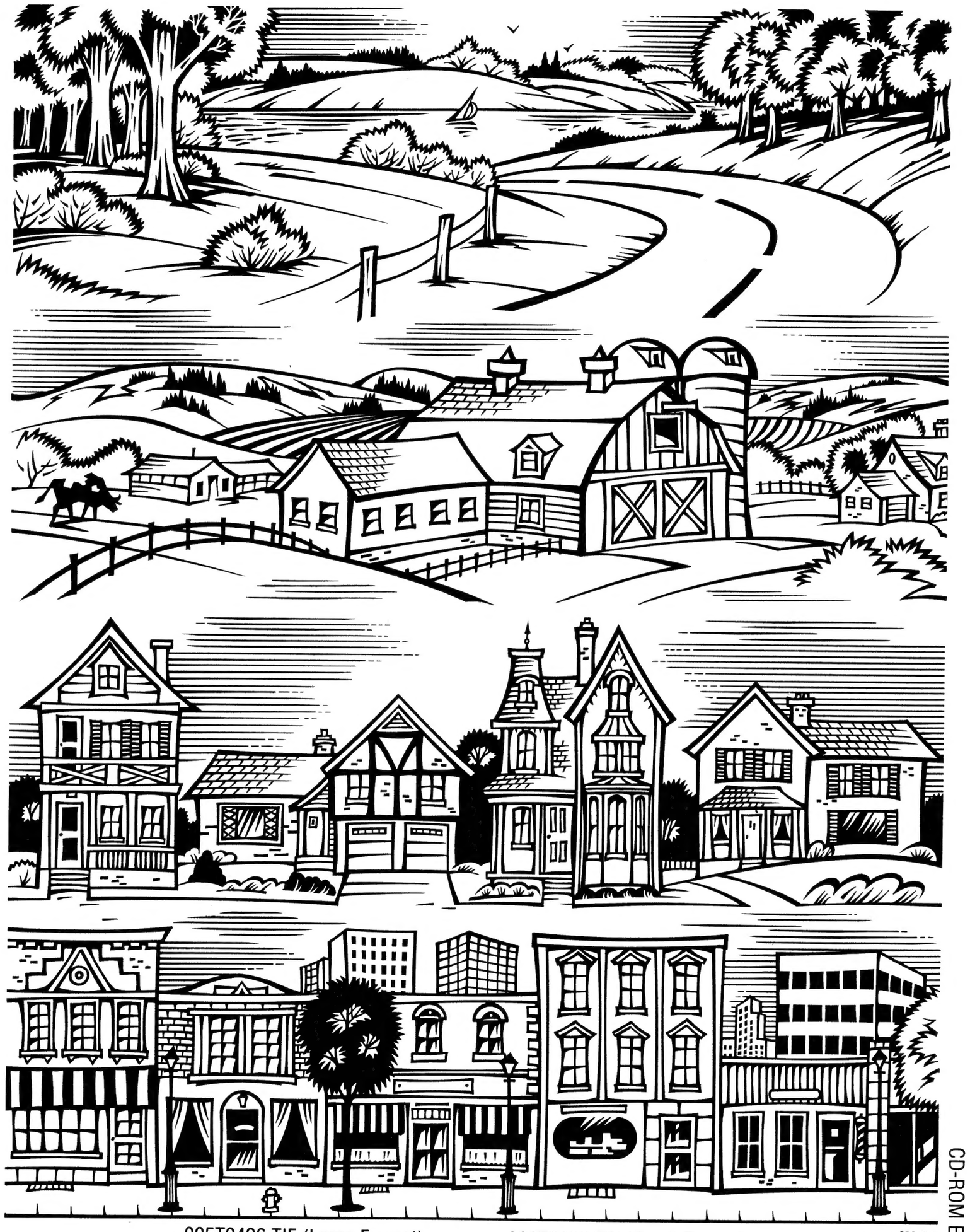
Shown below is the full color proof of the color separations appearing on pages 27 and 28.



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005T0496.TIF (Large Format)

006T0496.TIF (Small Format)

• RED PLATE

• YELLOW PLATE

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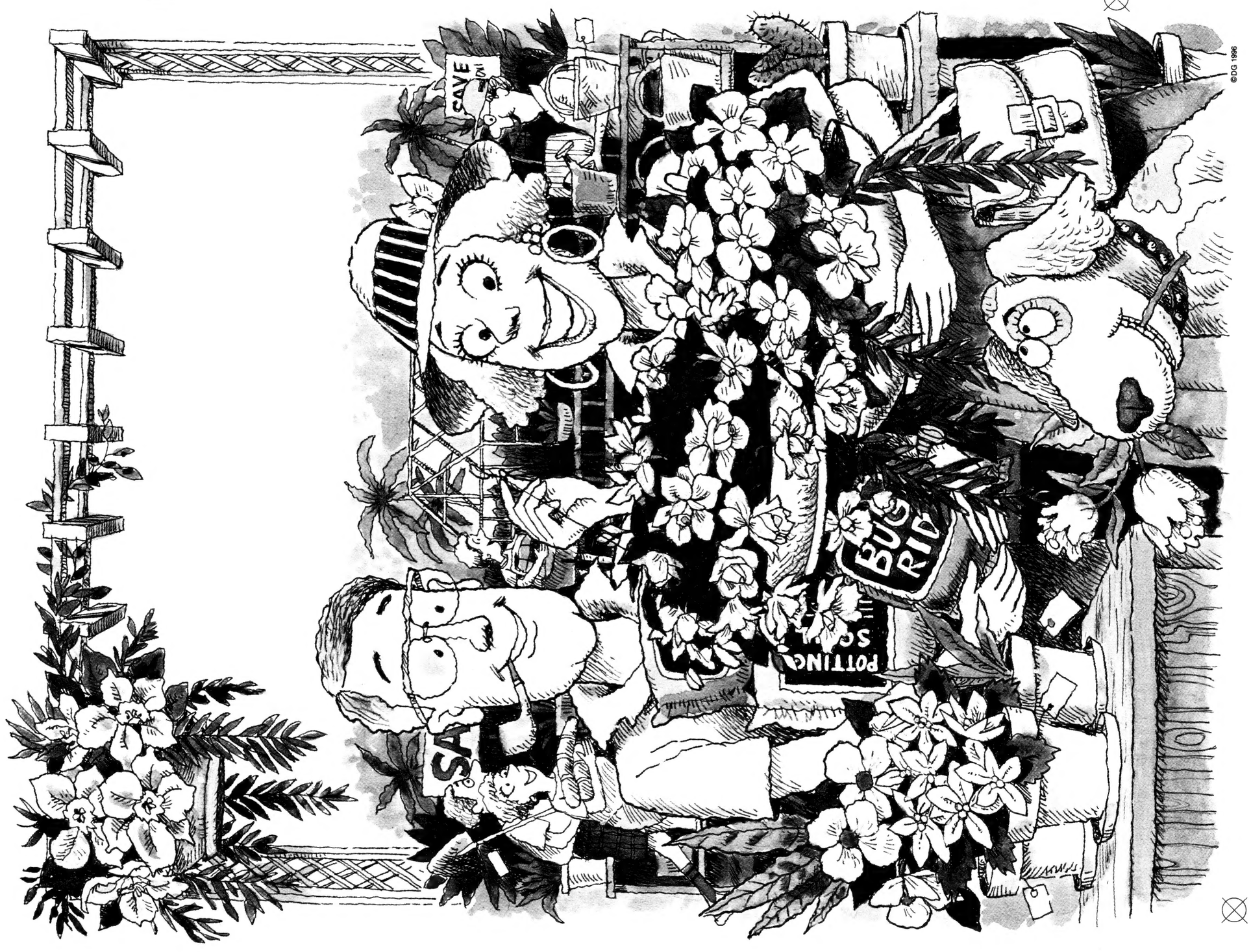
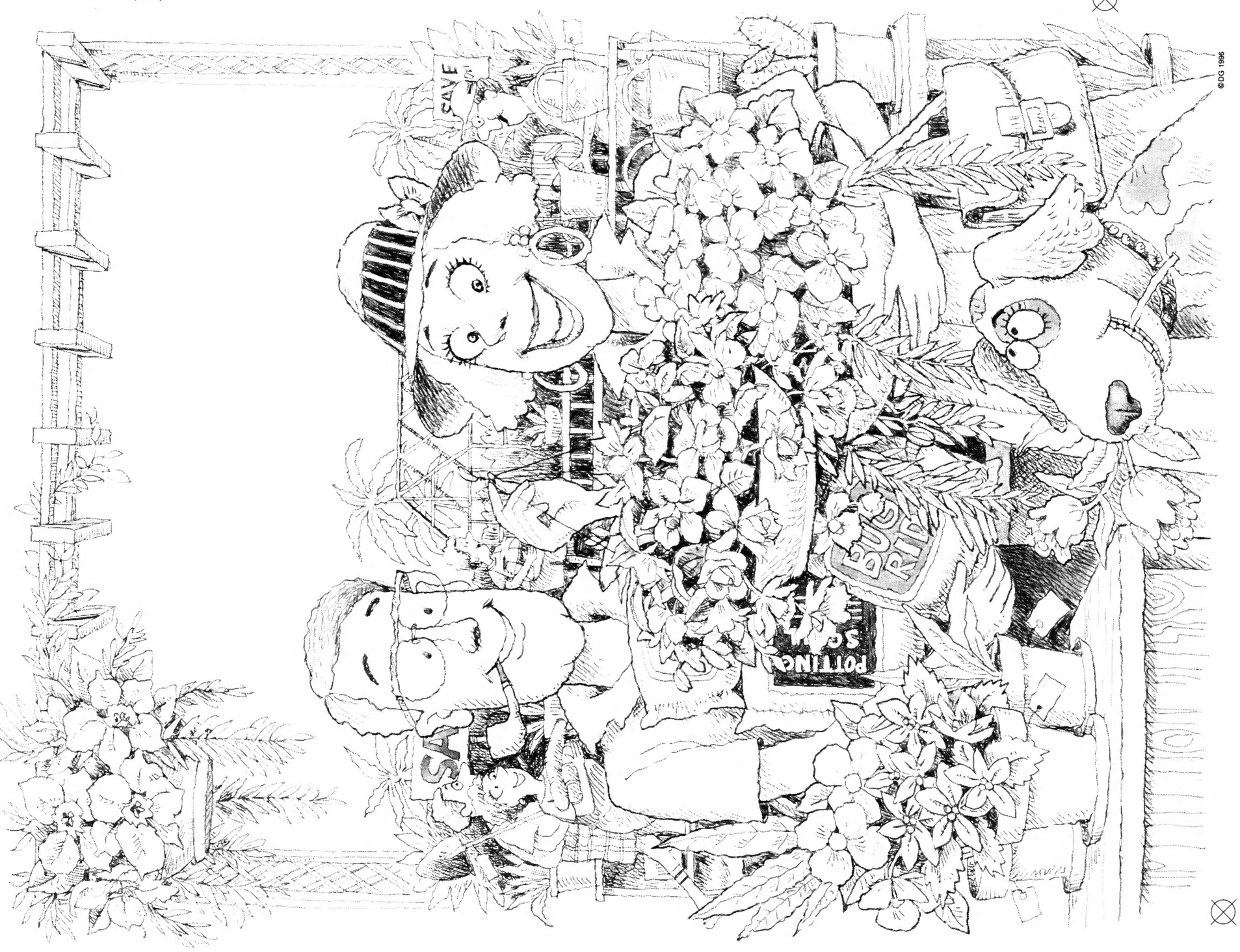


• BLUE PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



• BLACK PLATE

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2. Use the coupons below to enter as often as you wish. Please attach one to each entry and fill them out completely. Include comments explaining techniques, purpose, and other relevant information.

3. Please do not use staples or fold your entry. We also ask that newspaper entries not be mounted.

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